Moderns I Tablish H

MAY - 1952 - VOLUME 20 - NUMBER 5



Web sizes at Rechester Institute of Technology (See Page 4)

On this issue

Litho Club Convention • Offset at RIT

A 35mm Copy Holder • Dyed Film Emulsions

Senelith Inks

were the first lithographic inks

made from dyestuffs

treated with sodium tungstate

for better sunfastness

and are still leading

with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.



And what a difference. Look at these photos. They're almost actual size-slightly smaller-but what a startling contrast! Look at that old, exposed seam in the bottom circle with those open threads. They could break, wrap around, ravel and mark up the plate. Now look at that neat, clean, even "PIN STRIPE SEAM" in the circle above. No thread shows. No seam to mark up the plate, no chance of loose threads.

A new champion? You bet! The "PIN STRIPE SEAM" is what we've all been looking and waiting for -and now you can have it on all Molleton dampener

roller covers from Roberts & Porter and all its nine offices. So throw out the old. Get rid of your dampener roller covers with the exposed, breakable seams and start to stock up today with a new champion— Molleton dampener roller covers with the new Roberts & Porter "PIN STRIPE SEAM." Ready for immediate shipment. No extra cost. Don't forget our roller covering service! Rollers recovered and broken in for immediate use. A service available from all branch offices. No extra charge. Order now!

Another Roberts & Porter First!

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with fotosetter composition on film

Since the Fotosetter photographic line composing machine sets type directly on film, it saves many steps in printing from plates. Depending upon the nature of the work, you can eliminate one or more of these operations: handling and make-up of metal type and furniture, reproduction proofing, retouching of type proofs, paste-up and camera work.

Fotoset type on film gives you fullykerned letters projected from *stationary* character objects. This composition is sharp in every detail to the finest hairline or serif, thus assuring sharp, clear enlargements that need no retouching or adjusting to suit spacing needs.

New Horizons book presents the full story of the Fotosetter machine . . . explains why it pays to have one in your shop. Write for your copy.





For photographic composition, to look to Progressive Intertype

INTERTYPE

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SAN FRANCISCO 11, CALIF. * LOS ANGELES 15, CALIF.
NEW ORLEANS 10, LA. * BOSTON 10, MASS.
TOTORTO TYPE FOUNDRY Co. Lett., Totoreo, Can.

Toronto Type Foundry Co. Ltd., Toronto, Can. Montreal, Winnipeg, Vancouver, Halifax

POTOSETTER, POTOFOM POTOMAT and VISILITE TO registered trademark

Fetuert in Busherville and future

Moderns LTHOGRAPHY



THE COVER

The fast-moving web blurs as the eamera records operations at the delivery end of the ATF-Webendorfer web offset four-unit perfecting press at the Rochester Institute of Technology. Copies of the "RIT Reporter" are being produced. (Story on page 34) Press-builder ATF this year is 60 years old. (See page 46)

ROBERT P. LONG Editor

JOHN A. NICHOLSON Advertising Manager

> CHICAGO OFFICE 333 North Michigan Ave.





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MODERN

LITHOGRAPHY

VOLUME 20. NUMBER 5

Reg. U. S. Pat. Office

MRV 10

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. Canada and Pan America, one year, \$4.00, two years, \$7.00. Foreign, one year, \$5.00, two years, \$9.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

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Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

LAWSON ELECTRONIC SPACER CUTTER



meets the high standards of

EDWARD STERN & CO., INC.

Edward Storn and Company Succession 29 November 1951

E.P. Lawson Company, Inc. 426 West 33rd Street New York 1, N.Y.

Gentlemen:
We have been operating the Lawson Automatic Spacer Cutter for nine months, and are quite pleased with the savings in operating time resulting from the use of the ating time resulting from and the content automatic spacing features and the content ience of a hydraulically operated foot treadle controlled clamp.

EDWARD STERN AND COMPANY, INC. W.A. Goldsmith Technical Director

WAG/ecm

teem why the Lewson Electronic Spacer Cutter has wen the acceptance of the nation's leading lithographers, printers and binderal investigate such exclusive features as the electronic spacer, the hydraulic clamp and the tiptoe hydraulic treadle that make Lawson the best buy in cutters!

WRITE TODAY FOR Historical folder and specifications of Lawson 39"-46" and 52" Cuttors.

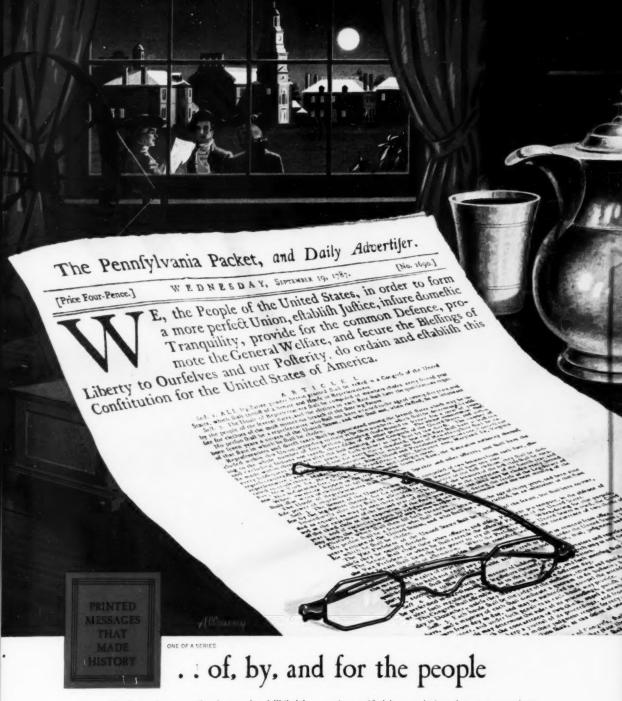
E.K. Lawson Lo.

HARRY W. BRINTNALL CO., INC. Los Angeles, Sun Francisco, Souttle

A. E. HEINSOHN PRINTING MACHINERY Denver, Cole.

SOUTHEASTERN PRINTERS SUPPLY CO. Atlanto, Go.

SOUTHWESTERN PRINTERS SUPPLY, INC.



On September 19, 1787, the people of Philadelphia picked up their newspapers and read the Constitution for the United States of America.

It was the first time it had appeared in print, two days after its adoption. The paper was the *Pennsylvania Packet and Daily Advertiser*, America's first well-established daily newspaper.

Two years later, on March 4, 1789, the Consti-

tution, ratified by a majority of state conventions, went into effect as the basic principle of our present form of constitutional government.

Then, as now, the printed word formed an important means of communication and the eventual preservation of ideas. Today, ATF offers the widest line of processes for better, more profitable printing ... Gravure ... Letterpress ... Offset.



Floating Impression creates a sensation

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It is made possible by such exceptional, exclusive features as no bearer-to-bearer contact.

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The Mann line includes seven one-color, six twocolor, and the only standard sheet-fed offset perfecting press available in this country, ATF provides expert maintenance and service.

Ask your ATF representative which Mann press you can most profitably own. Also, send for your copy of our new booklet, "Offset Unlimited from Presses with Floating Impression." AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Incorporated, 200 Elmora Avenue, Elizabeth, New Jersey.



Type faces shown are: Bodoni and Italic, Bodoni Book and Itali

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Better, More Profitable Printing from the Widest Line of Processes

GRAVURE ... LETTERPRESS ... OFFSET



Why let "Smudgy" cut your salable copy count?

"Smudgy"-offset waste-cuts your number of salable impressions, slows production, reduces press output,

Why put up with him when you can delete him so easily by installing an ATF Flo-Mix Non-Offset Unit? With positive offset prevention you can operate at peak production, add to your profits per press per year.

Every ATF Flo-Mix Non-Offset Unit is engineered to synchronize completely with *your* press, regardless of size or speed. It is actually *part* of your press. Powder volume and distribution are carefully controlled for full sheet coverage. Three types of ATF Flo-Mix Units meet all requirements. One for carriage delivery presses, another for small chain delivery presses, still another for large chain delivery presses.

Ask your ATF representative which type of unit you need for your press. Write for descriptive folder.

AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, N. J.



Type faces shown are: Lydian Build Condensed,
Budian Bunk and Radon Build



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GRADURE...LETTERPRESS...OFFSET



When two good processes get together ... everybody's happy

Combine letterpress and offset and you can cut costs for your customer, speed production, boost your own margin of profit.

What's more, you can turn out outstanding printed pieces. There are many reasons why Indiatrial Retieu, a magazine promoting tapes to industry, published by Industrial Tape Corporation, New Brunswick, N. J., was printed combination letterpress-offset for them by Albert H. Vela Co., New York.

The cover was run on an ATF Chief 29. The Vela Co. chose 65.# Potomac cover stock to provide a rich-feeling contrast to the coated stock inside. However, offset gives you a chance run beautiful halftones or full-color work on practically any kind of paper, ranging from rough antique to coated book stock, from fancy finish cover paper to linen-finished bonds.

Solid tint blocks lay evenly and cleanly without mortling. As in this instance, plates for large illustrations are often less expensive than letterpress engravings.

On the other hand, the inside of Industrial Review was printed letterpress on an ATF Kelly 2 assuring flexibility in make-up for newsworthy stories or articles arriving close to deadline. The business reply card and reprint insert were scheduled on the Kelly C to save production time, assure quicker delivery of the completed job.

Ask your ATF representative about combining letterpress and offset to meet almost any reproduction requirement for high quality work. AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom. Inc., 200 Elmora Avenue, Elizabeth, New Jersey.



Type faces shown are: Stymic Medium and Garamond Old Style.



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> NATION'S BUSINESS DUN'S REVIEW THE REPORTER ADVERTISING AGE BANKING BEST'S INSURANCE NEWS

Special selling advertisements are running in

> JOURNAL OF ACCOUNTANCY THE OFFICE OFFICE MANAGEMENT

NEW IDEAS MAKE NEW SALES

The surest way to sell more effective business stationery at a profit is to approach your customers and prospects with ideas of practical value. The Psychology of Business Impression and the Test Kit of 24 basic letterhead designs is the most practical new idea in the field. Your salesmen can use it to get a hearing in any business or professional organization.

If you are not already using this sales promotion help, write for full information to our Printer's Sales Development Department.

Your Letterhead IS PART OF YOUR SALES PROMOTION PROGRAM

IT SUPPORTS YOUR WRITTEN SALES ARGUMENTS

What you say in a sales letter should be visibly supported by the quality and responsibility expressed by your letterhead.



IT BACKS UP YOUR SALESMEN Successful sell-

ing often depends upon details of personal impression, including the impression made by your letterhead in sales correspondence.



IT REPRESENTS YOUR COMPANY Your letterhead identifies your company, not only by name and address, but also by visible quality, taste, and style.



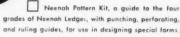


To learn what types of letterhead have the strongest sales appeal in various industries and professions throughout America, Neenah made a nationwide Letterhead Test. Thousands of executives and professional men read The Psychology of Business Impression and studied the Test Kit of 24 basic letterhead treatments contained in this portfolio. Then they registered their preferences on opinion cards. To get a free copy of this portfolio, and to make the Letterhead Test in your own office, check the coupon below, sign your name, and attach to your letterhead.



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The Psychology of Business Impression. Letterhead Test Kit, and Opinion Cards.





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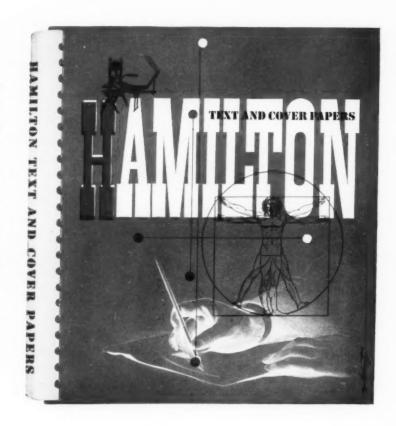
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Finely milled, color-strong inks for universal use on regular offset, coated and other stocks. Gives extra snap and sparkle to both run-of-mill and fussy jobs. Lays evenly, sets fast, protects plates from premature wear. Available in full range of standard colors or to your specifications.

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A new black ink that sets so fast you can back up coated paper jobs immediately. Produces top-quality impressions — denser, more uniform solids and cleaner, more brilliant halftones — without a trace of dryback.

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82-page, spiral bound reference book showing standard colors of BBD EXCELLO-LITH, PROCESS and CHROMAT INKS... free to offset lithographers who write on their own letterheads.



Bensing Bros. and Deeney

LETTERPRESS, LITHOGRAPHIC and SPECIALTY INKS 3301 Hunting Park Avenue, Philadelphia 29 BAldwin 3-8220



ALLER PROCESS

for producing

BI-METALLIC OFFSET PLATES

The LONG-RUN*, LONG-LIFE copper coated stainless steel plate

It will give you a new conception of offset reproduction and production—quality-wise and economy-wise.

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We also manufacture a complete line of offset inks — both heat-set and standard type.

*Runs of 1,000,000 or more with no loss of sharpness in reproduction have been frequent.



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PRINTING INK DIVISION COLUMBIAN CARBON CO

41 EAST 42nd ST., NEW YORK 17, NEW YORK

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LITHO-PRINT (RUBBER)

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MAKERS OF RUBBER - NON - MELTABLE - FABRIC - COVERED - ROTOGRAVURE - OFFSET - COMPOSITION - VARNISH - LACOUER - GRAINING ROLLERS

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Typewritten work done on an IBM Executive* has the appearance of fine printingperfect for repro copy! Every character is clear, distinct, uniform in color and weight.

IBM Electric Typewriters are available in a wide variety of type faces. The unique proportional spacing feature of the Executive Model permits perfect alignment of right hand margins.

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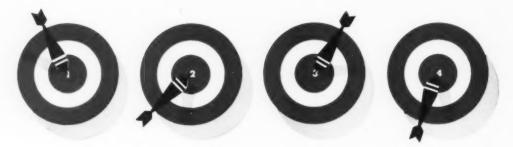
IBM Electric Typewriters

INTERNATIONAL BUSINESS MACHINES

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IBM, Dept. ML-1 590 Madison Ave., New York 22, N. Y. Please send descriptive folder on the IBM Electric Executive Typewriter. Name.

pitman's prepared coatings hit the spot



- U. V. ALBUMIN A pre-sensitized powder supplied ready to mix with water. Plates made with U. V. Albumin and U. V. Asphalt Base have exceptionally fine printing quality and long press life.
- 49'ER LITHO COTE Pitman's new, ready-for-use coating solution. No mixing or weighing of any kind is required. A fine all purpose coating which can be used for all negative plate making purposes.
- 3. C. F. C. COATING SOLUTION This specially prepared, sensitized coating solution gives unusual reproduction quality and length of run. The C. F. C. Lacquer applied before the plate is exposed becomes welded to the image forming a rugged printing surface.
- 4. PITCOTE For plates 17 x 22 or smaller. Supplied ready-for-use. A dependable, economical coating for small press plates and duplicating type offset press plates.

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Cleveland 11, Ohio — 3501 West 140th Street
New York 17, New York — 441 Lexington Avenue
Boston, Massachusetts — 156 Pearl Street—The Pitman Sales Co.
Western States Representative — The California Ink Co. Inc.

THERE'S A STORY A BEHIND THIS PICTURE SEE OTHER SIDE

How the picture



was reproduced







From the copy, a Kodak Ektachrome transparency, color-correcting masks were made.

The yellow mask was made on a Kodak 33 Plate; the other masks were made on Kodak Tri-X Panchromatic Plates, Type B. With masks in position, color-separation negatives were made in the camera. All color-corrected separation negatives were made on Kodak Tri-X Pan Plates except yellow, which was made on a Kodak 33 Plate. Contact positives were made on Kodak Commercial Matte Film. The developer in each stage was Kodak D-11. Screened at 175 lines, carbon tissues were exposed to positives and transferred to copper plates, which were etched, inspected, and made ready for the press, in this case a four-color sheet-fed gravure press.

Full color adds effectiveness in any advertising . . . in publications, direct mail, posters, or point-of-sale materials. A little planning gives you plenty of uses for the color plates themselves, or for the

intermediates used in the reproductive process . . . to cut costs while color builds sales.

GRAPHIC ARTS DIVISION Eastman Kodak Company, Rochester 4, N.Y.

from copy



to metal



it's Kodak



when the accent is on WHITE

remember, whites are whiter, reproductions are brighter on

BECKETT Brilliant OPAQUE

BECKETT Brilliant OPAQUE

meets the most exacting requirements of offset lithography.

A chaste, clear whiteness and a singular freedom from show-through are its notable characteristics.

Its superiority is quickly seen in the way it enhances the pigments of printing inks. Brilliant printed effects become routine. Photographs, color illustrations and type reproduce with fidelity and sharpness.

Like our standard offset, BECKETT BRILLIANT OPAQUE is surface-sized. In addition to vellum, it can be supplied in halftone and a variety of other finishes. The vellum finish is stocked in two sizes—25 x 38 and 35 x 45, in substance weights 17 x 22—20-24-28-32 lb.

The distinctive appeal of productions on BECKETT BRILLIANT OPAQUE is making it the favorite of lithographers and buyers of offset lithography everywhere.

A request to your paper merchant or to us will bring samples to your desk.

The BECKETT Paper Company

HAMILION, OHIO

Makers of BUCKEYE Cover, BECKETT Cover, BUCKEYE Text, BECKETT Text, TWEED Text, BECKETT Offset, BECKETT Brilliant Opaque, Greetings, Announcements, Writings and Specialties.

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Assurance

of Finest Quality

Ink for Excellence

in Lithography Every

Job, Every Time . . .

Black and Colors.



Howard Flint Ink Co.

Printing and Lithographic Inks

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CLEVELAND . LOS ANGELES . NEW ORLEANS . INDIANAPOLIS



Convince Yourself It's Better

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Fitchburg Paper Company

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5 GOOD REASONS YOU'LL PROFIT BY USING

Siebold

1. Made from special long-wearing Molleton cloth fabricated to our exacting specifications.

DAMPER COVERS

- Stitched by a precision-machine method which assures great firmness and strength—yet positively prevents any indentation on plate.
- Treated by an exclusive Siebold process which provides a silky finish that reduces lint and shedding.
- Made to exact damper sizes, Siebold's SLIP-ON Covers can be easily pulled on by hand or with your own machine.
- And they fit like the paper on the wall-wait till you see how even and tight the dampers are when completed.

MAY WE ADD YOUR NAME TO THE LONG LIST OF SATISFIED CUSTOMERS NOW USING "SLIP-ON" COVERS

Siebold,

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INKS

AND SUPPLIES

150 VARICK STREET . (Dept. C) . NEW YORK 13, N.Y.

"OVER A HALF CENTURY OF SERVICE"



SOLE DISTRIBUTORS OF Electron-O-Plate MACHINES

Member – Lithographic Technical, Foundation – National Association of Printing Int Makers and N. Y. Employing Printers Association.

"ORCHIDS" TO PRINTERS FINISHING.... BALTIMORE & WASHINGTON

Since 1922, in Baltimore, they have lived up to their slogan "A World of Service". In 1949 they installed their first 30x46 BAUMFOLDER and shortly thereafter wrote, —"set-up time reduced to a minimum and production exceeded our wildest dreams". In July 1951 they opened up a complete bindery in Washington, D. C., standardizing for proven "profit reasons", on BAUMFOLDERS of all sizes. The produc-

tion and profit results of the ALL-BAUM Washington branch were so outstanding, they decided to make the parent plant in Baltimore ALL-BAUM (A PAIR of 30x46 and a pair of 25x38's, etc. . . all told two carloads of Baumfolders installed over the week-end of March 22nd, replacing all other makes of both knife and buckle folders.



3 27 52: MR, MERRILL I, LEVIE, Vice President, writes:

Dear Mr. Baum: The impossible has been accomplished! In a single week-end you successfully converted our folding department into a Baum folding department. On Monday morning we were back into production. But it was a different kind of production—it was atomic speed plus precision.

Our outlook for the future is as bright as the new day sun, for now we know that with our new Baum equipment we will live up to our slogans: "A World of Service" and "Finishers of Fine Printing and Lithography."

RUSSELL ERNEST BAUM, Inc.

PHILADELPHIA 6, PA.

615 CHESTNUT ST.



... when you use LITH-KEM-KO "LACQUER C"

Now you can have the finest lacquer thus far developed for use on deep etch or copperized plates. This new LITH-KEM-KO "LACQUER C" contains a vinyl-resin base, affording fine adherence to the plate as well as a strong affinity for ink. It has high acid resistance and is slow drying.

All of these properties account for its immediate roll-up on the press and its long run performance. Compare this lacquer with any you have ever used . . . you'll discover that it will pay off in both your plate and press rooms with added economy and superior plates.



PRICES
LITH-KEM-KO "LACQUER C" . . No. 3001-C
Quart \$4.00
4 - 1 quarts, per quart \$3.75

SEND FOR COMPLETE TECHNICAL DETAILS

Here's a new LITH-KEM-KO CATALOG. It contains complete product information and plate making procedures. Write for your copy NOW!



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CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY

> SCRATCHPROOF DRIER Nº 3

Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Driet No. 3 is the most practical dryer on the market today.

- * Quick drying without crystallization or chalking of ink.
- Improves the lifting quality of inks, particularly on two and four color presses.
- * NON HARDENING of inks on distributing rollers.
- Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- * Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- Prevents too much emulsification or waterlogging of ink at high speeds.

- Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- * Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- * Has excellent suspension, body, and flow. Its nonsettling qualities give ink necessary "slip" and tack for better distribution.
- Will not cause any injurious effects if used in excess —in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRIER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

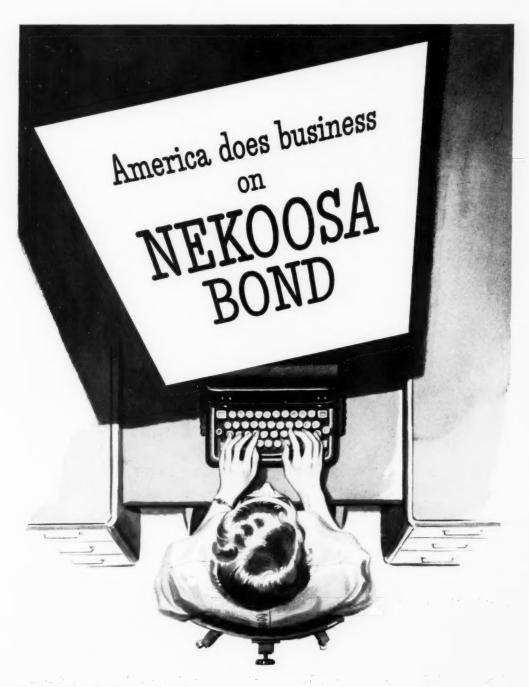
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EMPIRE SUPERFINE INK CO., INC.

OFFICE: 225 VARICK ST. NEW YORK 14, N. Y. LITHOGRAPHIC INKS PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

FACTORY: BROOKLYN NEW YORK

MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS





ONE OF THE LARGEST SELLING PAPERS IN THE WORLD

MODERN LITHOGRAPHY, May, 1952

29

"Wait'll he hears there's no extra cost for

TICONDEROGA TEXT."

... Says the Printer

"Most of my customers expect distinctive Ticonderoga Text to cost far more than ordinary text papers. The actual price always comes as a pleasant surprise."



Here's what others say...



THE PRODUCTION MAN . . . "Wonderful printing qualities; wide choice of colors."



THE INK MAN . . . "Great affinity for ink . . . excellent background for color."



THE PRESSMAN . . . "Runs with less press time and spoilage."

TICONDEROGA TEXT . . . for that LUXURY LOOK

Distinctive Ticonderoga Text gives that extra richness of texture, the quality appearance so important in announcements, brochures, book jackets, programs, etc. . . . whether you print letterpress, offset lithography or sheet fed gravure.

Choose from Brite White, Cream White or seven attractive colors.

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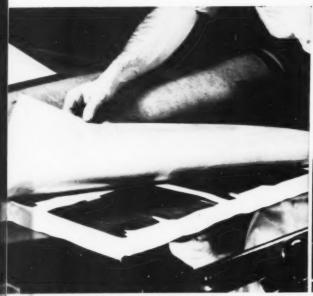
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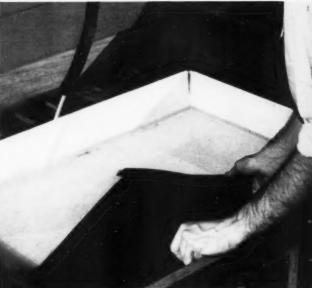
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Better Things for Better Living . . . through Chemistry

Integrity in Lithography

By Anthony Capello

President National Assn of Litho Clubs

If we are to maintain integrity in lithography, we must not work haphazardly. We should use standards. We sometimes seek to justify doing what we should not do, with the excuse that others are doing what they should not do. We close our own eyes to our weaknesses by watching the weaknesses of others. We often do a bad job and make a worse excuse. We can always find a bad example to follow, but there are good examples to follow if we will. The fact that wrong things are done offers no excuse for any of us. It doesn't matter who or how many engage in malpractice. Following a bad example offers us no peace, no protection, no justification.

Good lithography does not just happen. It is the result of careful planning, plus good craftsmanship in each phase of production. It takes good separations and color corrections, honest-to-goodness progressive proving, careful press platemaking, uniform pressmanship and intelligent supervision, all working harmoniously together.

When a job is well done, a supervisor should give credit where credit is due. Do not overlook the value of recognition. A pat on the back makes one proud with the desire to increase his ability, for it seems as research mechanizes the lithographic industry, pride of accomplishment diminishes.

When a dot etcher finishes a halftone positive that is out of balance to exposure, when a prover knowingly fakes a set of progressive proofs to suit the artist, with no consideration for the platemaker or pressman as to the ultimate results, when platemakers disregard the responsibility of a full sharp plate, a dead or lively plate—they all lack integrity.

The pressman who readily seeks an alibi for his shortcomings is apt to blame the paper, ink, blanket, or plate, rather than meet the challenge that gives real satisfaction in solving his problems. That is the essence of craftsmanship.

Senefelder, who invented lithography, had his troubles, and lithographers have been having troubles ever since. Troubles make the trade more interesting. When troubles



are solved with integrity, they become achievements that are good for the soul.

Many of the problems in lithography today are discussed at the Litho Club meetings, where questions are brought out in the open for debate by foremen and key men who, through experience, have learned what to look out for, and the things to do in the way of prevention.

The Litho Club movement, with its sharing of knowledge, is playing an important role in improving the quality of offset, thereby attracting advertisers and the buyers of printing to the offset method of reproduction.

In 1925, there were about 500 lithograph shops in the United States doing a 90 million dollar business. We have today over 3500 shops doing lithography worth 750 million dollars. This is definite proof that with freedom of technical information and with the right kind of competitors, we get back more than we give, and we all gain in various ways. The lithographic industry can retain and even increase further its substantial volume of business providing we stress the importance of quality, notwithstanding the fact that competitive printing processes are also striving to do a better job.

The future of the lithographic business seems bright. With the advent of the bi- and tri-metallic press plates, we can now boast of uniform editions of lithographed media by the hundreds of thousands, even millions, from just one set of press plates. Negative scanning and masking methods are constantly improving the quality of products in engravings.

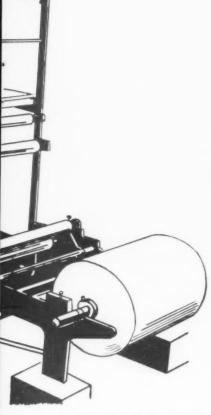
Why not become more active in your Litho Club? Become familiar with what's new. Some day the boss will ask you—why it is that "so-and-so" is so busy, while we are slow? You should know the answer.*



12 Million Dollar Rochester Program Stresses Offset

OWER reproduction costs, better equipment and techniques, and the more widespread use of lithography and printing which would result, are the long range objectives of the rapidly expanding Graphic Arts Research Division of the Rochester Institute of Technology. This is one of three divisions of the Institute's graphic arts program. A great deal of emphasis is centered around a four-unit perfecting web offset press which is used in a continuing program of experimenting on offset newspaper production and other types of offset

The Institute is now engaged in a \$30 million development program,



This ATF Webendorler web offset periodical press is the center of interest in the Rochester Institute's extensive research and training program. The press has four units, all double-deck—capable of printing 350 to 400 web feet per minute, or about 12,500 impressions per hour. It is used in the production of the institute's newspaper (Additional view on front cover.)

and \$12 million of the amount is earmarked for expansion of the graphic arts project. The educational department, Publishing and Printing, is said to be the most completely equipped school in this field, with over \$1 million in equipment and occupying 28,000 square feet of space. Plans call for the construction of a new graphic arts center which will house the Publishing and Printing Department and the Graphic Arts Research Division and Information Service, to cost \$4 million, with \$2 million of equipment, backed up by \$6 million endowment.

RIT is a privately endowed, giftsupported institution, and in its graphic arts program cooperates with many of the companies which make up the graphic arts industries. It is carrying out a three-phrase program: education, research, and information service.

RIT's research program became a separate division over a year ago after having started as a single laboratory in 1947. In January, 1951, the research center was established, and is now composed of five laboratories, machine shop, library and conference rooms.

Virgil P. Barta, former head of the Photo-Technology Department at Washington State College, became technical supervisor of the new program.

With a staff of 17, including ad-

ministrative and technical assistants, laboratory heads and technicians, the work now centers in four main areas: applied science, relief plate (engraving), sheetfed and web-fed offset printing. Yet to be established are letterpress and gravure sections and the information service.

Special emphasis is being given to offset lithography in the belief that this process is one of the keys to lower cost operations.

The ATF Webendorfer four-unit offset press, loaned by American Type Founders for experimental use, prints both sides of a web in four colors as a single operation, and offers other combinations of the eight printing units.

The Institute also is having a special cylinder made for its big offset press for testing Kodak's new Ektalith plates in application to long run operation.

A Rochester product, Commercial Controls Corporation's Justowriter, also is in use at RIT, for composition work.

Facilities also include a camera section, a photocomposing machine, layout and stripping equipment, platemaking facilities, and some small sheet-fed offset presses.

Much of the equipment is of the latest type, loaned or donated by manufacturers.

The RIT Reporter, printed on the web press, is being used as a "guinea pig" all the way from preparation of copy, through preparation of offset plates, and use of colors and different kinds of ink and paper. Possible short cuts and cost savings are being sought. The tabloid runs 10,000 copies, bi-weekly. Some special editions have contained four-color work while two-color work is com-

Much of the future experimental work in offset is to be directed toward ROP (run of publication) color for newspapers, in an attempt to broaden such use of color by finding faster and lower cost methods of producing it. If found, these methods would bring color lithography within reach of tremendous markets in advertising.



Virgil P. Barta technical supervisor of the RIT research photomicrographic equipment used for studying reproduction work



G. D. Williams of the web offset laboratory, sets the camera used for color separation work which is produced on the web press.

Education

In the education phase, the Publishing and Printing Department courses are full-time. Major emphasis may be given to offset lithography, letterpress printing, or printing layout and design. Applicants are expected to have a high school education, or the equivalent. Students who major in offset lithography should have had general chemistry or should plan to complete this subject during their first year.

Entrance examinations are required. Regular full-time programs

require attendance for two school years and two summer terms. In addition, RIT offers some evening courses, and special intensive daytime courses in all areas.

Subjects include related fields such as advertising and selling, management and publication writing.

Last year 188 daytime students were enrolled in the courses, and nearly as many took evening and extension work.

RIT was founded in 1829. Its Publishing and Printing Department

is a continuation of the old Empire State School of Printing formerly located in Ithaca, N. Y. In 1937 the school and facilities were incorporated with RIT facilities in Rochester.

For many years the industry's demand for graduates has exceeded the supply, the school reports.

Dr. Mark Ellingson, president of RIT, has taken a special interest in the Publishing and Printing Department and has carefully supervised its development. Byron G. Culver is head of the department.**

Herbert Morrow, assistant to the technical supervisor, operates the densitometer in the physics laboratory.







Dyed Film Emulsions Aid in Producing

STEPPED MULTIPLE POSITIVES and NEGATIVES

By Otis W. Muchenfuss

U. S. Printing & Lithograph Co., St. Charles, Ill.

N the graphic arts industry there is tremendous volume of small labels, coupons, cards and tickets produced daily. In some shops the entire production schedule is geared to this type of work, and for years Lithographers have been seeking better, more efficient and cheaper methods of producing them. In a great many shops the orders are for millions rather than thousands, and the presses roll for days at a time on a single order. The plate cost is more when the item produced is stepped singly on the plate, in some jobs over a hundred exposures being made on a single plate.

Lithographers have been trying to "cut into" this cost of plate composing in various ways for a great many years with varying degrees of success. Hand transfer men for many years pulled several impressions from a single engraved label on a stone engraving, patched these labels on a key and pulled a zinc original. From this original they repeated this process to transfer many dozen and sometimes hundreds of these labels on a single press plate either with the identical label repeated over the entire plate or in a combination with one or more other labels of similar specifications.

With the introduction of photomechanical equipment, lithographers have continued in their attempt to reduce the number of repeat shots

on the press plate. There are various ways of accomplishing this objective in platemaking as we know it today, and the results are more or less in accord with the specifications necessary. In some cases the camera copy is patched in multiple. In others identical film is stripped, wet or dry, in multiple. Some cameras are built with the need for this type of work in mind and have horizontal and vertical scales for stepping the image at the film holder. In many shops where register is of paramount importance, the stepping is done on a step and repeat machine.

The two most widely used methods on the step and repeat machine are, the glass print, or photo-lac method, and the use of film or dry plates. The main objection to the glass print or photo-lac method is the long exposure necessary with bichromate emulsions on glass which is from six to ten minutes per shot. Another is that the results are on glass which in most cases is not desirable. However glass holds its size better than film, which is important especially in the larger sizes. There is also a great deal of labor and time spent in the sensitizing and developing of positives of this type. An important advantage of glass prints is that the operator can continue to work in his accustomed working light, without having to convert to dark room conditions. The

operator can continue to use the same light he uses in composing albumin and deep etch plates.

With the use of commercially manufactured film or dry plates, in which a silver emulsion is employed, and unless the machine so used is situated in dark room conditions and used exclusively for this purpose, there is this dark room conversion problem confronting the operator every time a stepped positive is wanted. This means the area in which the step and repeat machine is located must be completely darkened and the ruby safe lights installed to give this area the same dark room conditions that are used for contacting film and developing. Also an arrangement for the use of a low watt bulb, for the exposure must be provided.

Many operators experience difficulty and aggravation in reading the layout under poor working light conditions. On the other hand the advantages of silver emulsion film are many. The exposure is very short, given in seconds rather than minutes. The film is used directly from the manufacturer's packages, and the development is exactly the same as in similar single exposure contact work. Far from the least in advantages, is that when the work is on film, handling and storage problems are greatly reduced. The film in itself has its

(Continued on Page 137)



Anthony Capello NALC President





Joseph H Winterburg Convention Chairman

Two-day annual meeting will be held at the Benjamin Franklin Hotel, Philadelphia

1.1. was in readiness early in May for the seventh annual convention of the National Assn. of Litho Clubs, planned for Friday and Saturday, May 16 and 17 in the Benjamin Franklin Hotel, Philadephia, Committees drawn from the ranks of the Litho Club of Philadelphia have been at work for many weeks making preparations for the various events. The general chairman of arrangements is Joseph H. Winterburg, NALC executive secretary, and secretary of the Philadelphia club. Program highlights are to include two luncheon speakers on the two days, and a panel of lithographic specialists arrayed for a quiz session,

NALC officers are to meet at 9:30 a.m. on Friday the opening day, and the regular convention program is to open a half hour tater with an invocation, followed by a welcome by Joseph Kneble, president of the Litho Club of Philadelphia. Business sessions round out the day with a break for luncheon. Frank Preucil, Chicago Rotoprint Co., is to be the noonday speaker, with the subject "Standardization in Color Procedures."

The annual reception and cocktail party is to be that evening from 6 to 7 o'clock.

The Saturday morning session opens at 10 o'clock, with an introduction of new NALC officers. At 10:15 the Quiz Program gets underway, with Joseph Mazzaferri, Colorcraft Lithoplate Co., Philadelphia, as moderator. Each panel member is to give a brief talk on his own specialty as a starter. Panel members are to be Harold Annis, Oxford Paper Co., New York, on paper; Andrew Balika, Copifyer Lithograph Co., Cleveland, and Thomas Flavell, Lord Baltimore Press, Baltimore, on presswork; Robert R. Butler, C. O. Monk, Inc., Baltimore, on inks; Dr. Anthony George, Sinclair & Valentine Co., New York, on plates; Walter Kaiser, Edward Stern & Co., Philadelphia, on camera; Albert R. Materazzi, U. S. Aeronautical Chart Service, Washington, general information; and J. Leonard Starkey, Edward Stern & Co., Philadelphia, on color correction,

A break is scheduled for a 12:30 luncheon at which the speaker will be Dr. Roy K. Marshall. His subject will be "The Nature of Things." Dr. Marshall conducts a TV program with the same title.

The quiz session will be resumed in the afternoon, and the annual banquet and dance will be held Saturday evening. A program of entertainment is planned for this event, which concludes the two-day convention.

Other arrangements have been made for providing information on visits to many historic points of interest in Philadelphia. A visit to the American Museum of Photography is scheduled, and ladies will be taken to Longwood Gardens for an extensive exhibit of rare flowers. A luncheon for ladies is planned for Saturday, and cards and entertainment also is planned for them.

Anthony Capello, Philadelphia, is president of the NALC; John F. Maguire, New York, is vice president; Frank Petersen, Cincinnati, is treasurer; and Mr. Winterburg is secretary. Assisting Mr. Winterburg as general convention co-chairman is Walter Blattenberger, Zabel Bros. Co., Philadelphia, and many local committees.

Litho Club Presidents



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Harold Rechin ROCHESTER



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Ed. Schmidt TWIN CITY



Robert Rossell WASHINGTON

Graphic Arts in the South Pacific

by Herbert Jay Wolfe

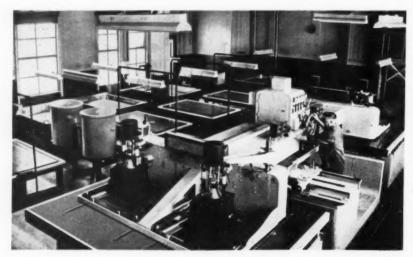
President, Kienle & Company Brooklyn, N. Y.

N visiting offset and letterpress plants, as well as printing ink plants, in Australia, New Zealand and Hawaii, the high quality of their work, is impressive especially considering the fact that the printing papers available in Australia and New Zealand are of considerably poorer quality than ours. Much of their paper stock is made from eucalyptus, or gumwood, pulp, which is relatively hard and brittle. This is combined with the minimum amount of Scandinavian, or British pulp necessary to improve the stock to the point where it is even usable. Waste paper is collected conscientiously and repulped to eke out the meager supply.

Australian and New Zealand ink makers are familiar with the latest (Mr. Wolfe recently returned from a seven weeks' trip made entirely by air, in which he spent time in Hawaii, Australia and New Zealand. Mr. Wolfe is the author of the widely used book "Printing and Litho Inks."—Editor.)

technical advances in ink making, but are seriously handicapped by the difficulty of importing many of the newer raw materials from the United States, due to the restrictions placed upon dollar imports. Most pigments, resins and chemicals are manufactured locally, or are imported from England, and in many instances are considerably below the quality of comparable American materials. Considering this handicap, the Australian and New Zealand ink makers have done an outstanding job of improvising and of making do with what they have. Their inks run well on the presses, set and dry rapidly, but are somewhat deficient in brilliance, gloss and scuff-resistance. Local resin manufacturers are working to overcome these deficiencies and indications are that before long their products will compare favorably with ours.

One of the most fascinating visits was to Sands and MacDougall, purported to be the largest printing plant south of the equator. This concern is equipped for handling just about



This massively constructed photo-composing machine, in the plant of the Melbourne Argus produces four plates simultaneously from a set of separations, assuring correct register in the set. The machine is made in Melbourne, and the maker also produces models which make two plates simultaneously. The Argus uses Aller bi-metal offset plates.

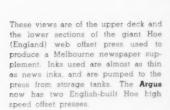
any type of printing job except metal lithography. They have a wide variety of letterpress, offset and gravure printing presses, ranging from small platen presses to large two-color flatbeds, rotaries and offset presses. Much of their equipment, such as that designed for printing "tram" and railroad tickets, was designed and built in their own machine shops. Each of these tickets is numbered, and the high-speed automatic numbering presses they have designed are marvels of ingenuity and efficiency. This concern casts most of its own type, and makes all of its own letterpress and offset plates.

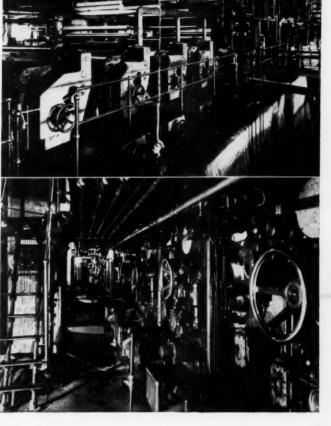
Perhaps the most outstanding experience was the visit to the plant of the Melbourne Argus, a daily news paper affiliated with the London Mirror. Here, beside the usual large newspaper presses using stereotype plates, they have just recently put into operation a four-color, web-fed offset press built by Hoe of England. It is being used to print the colored Saturday supplement to the paper. Eventually, it is planned to run this press in conjunction with the regular stereotype presses so that colored illustrations and advertisements may be run right in with the usual black and white subject matter.

This big offset press was running on regular newsprint stock at approximately 35,000 impressions per hour, and the color values, register and

general printing qualities were excellent. They are employing Aller bimetal plates exclusively, and are operating the dampening fountains at a pH of 2.5, which is an unusually low pH. The dampening solution is circulated constantly through the dampening fountains to a large, enamelled tank located on the floor below the pressroom. Here it passes through a layer of mineral oil, which removes any particles of ink, or scum, which have been picked up by the solution. The pH is adjusted constantly and the same solution is pumped to all dampening fountains.

The colored offset inks are almost as thin as ordinary news inks, and are pumped from storage tanks





through pipes to overshot ink fountains. The amount of ink applied is controlled by a number of camoperated, adjustable valves which feed the desired amount of ink to the various nozzles distributed across the duct rollers. The colored offset inks are formulated to set into the paper stock as rapidly as do black news inks. No heat is used to facilitate setting of the inks.

The Argus prepares all its own Aller offset plates, and, because usual platemaking procedures are considered too slow for newspaper work, several unique processes have been devised. For instance, all four plates for color reproduction are made at one time on a special photo-composing machine developed and manufactured by Troedel and Cooper, of Melbourne. This is a horizontal photocomposing machine of massive construction, having four arms which support each of the four separation negatives. The sensitized plates remain stationary, while the arms of the machine are positioned above them in correct position by means of accurately-machined screws. Friction and back-lash are reduced to an absolute minimum by having the movable portion of the machine operate on a series of roller bearings, much like the bed of a flat-bed press. By exposing all four plates at one time, a slight error in positioning of one will be repeated in all four, so that register among them will be pertect for each picture. It is claimed that this machine overcomes all difficulties experienced with the conventional vertical photocomposing machines. Troedel and Cooper also manufacture this device in a smaller two-plate model which is being used by several offset houses in Melbourne and Sydney.

Other interesting visits were made to the S. T. Leigh Company, in Sydney; the Sun Gravure Company of Sydney; Gadsden Can Co.; Union Can Co.; and The Honolulu Litho Co., in Honolulu; to R. Collie & Company, ink makers of Melbourne, Sydney and Perth; and to the factory and laboratory of Printing Inks and Machinery, Limited, of Auckland, New Zealand.

PHOTO TIPS

By Eugene C. Moysen

Van Nuys, Calif.

- ★ Plan now for some sort of hot weather temperature control in the dark-room and developing sink. All the intricate charts, or the best designed "automatic" accessories that will supposedly take care of the halftone problem in the face of all conditions, mean nothing when developer temperatures begin to mount during the good old summer time.
- ★ To slightly flatten out a halftone in order to carry a light tone around machinery parts, or with other advertising photography similarly treated with backgrounds retouched with white, it is not considered skilled procedure to end up with a 25 percent tone in the background. The entire tonal value is lowered unnecessarily, and the halftone will print as "low scale" illustration.

By closing down the lens only onehalf stop at most from the customary position the operator may have used for a particular type or size of halftone, lighter tints may be carried for backgrounds. Closing down highlight stops only one-fourth or one-third produces extremely light and fine effects. However, these last are not recommended for jobs of very long runs in albumen, as the tiny dots will break down and cause tonal variations throughout the run.

Whenever possible, the shadow dot in halftones should be either exceptionally small, or dispensed with entirely when shot for coated stock runs. Highlight detail dots should be stronger (slightly larger) than in a negative being shot for ordinary papers, as dots run sharper and much cleaner on coated stock. Very small highlight dots produce chalky effects on coated stock; very large shadow dots cut down full contrast.

- ★ Automatic enlarger timers have proved very useful for controlling the timing of "flash" lamps mounted on camera lensboards for exposures of shadow areas of halftones.
- ★ Matte or dull photographic prints produce flat halftones, unless a sheet of clear base acetate is laid over the print. This gives it the effect of a glossy print.
- ★ Paper in contact frames, used for smoothing out the roughness of rubber blanket surfaces, should be changed frequently. Gobs of tapebacking adhere to these sheets after repeated use, preventing critical smoothness in large halftones or screen tints.

Smooth-surfaced paper, such as coated, is preferable.

- ★ A large manufacturer of graphic arts film recently accomplished a helpful service for photographers. The company combined all the information concerning the entire group of films (regular, thin base, vinyl base, panchromatic, etc.) made for reproduction purposes, on the pages of the data sheet packed with cut films.
- ★ Fatigue has an important influence upon halftone development. Therefore it often may happen that the operator's judgment, by normal visual means, will not be as reliable as when a strip of gray scale (sets are easily obtainable from supply houses or photographic stores) is habitually placed next to a print that is to be halftoned.

Should anything go wrong, comparison of gray scale dot gradation in each halftone will promptly show differences in dot formation.

(Continued on Page 143)

getting in and staying in offset lithography

By William J. Stevens

Miehle Printing Press & Mig. Co., New York Former President and Executive Secretary, National Assn of Litho Clubs*

THERE are several basic rules well worth considering whether you are just getting into offset lithography, or whether you are already a key man in a going plant. First let's list five basic points which letterpress shop owners should consider seriously when thinking of going into offset. These points, of course are common sense items, but it's surprising how many times some of them are overlooked by fairly large plants.

- 1.-Know the organization from whom you are going to buy equipment. A reputable concern has not only salesmen but practical printers, and technical men, all of whom are available to share with you the experiences that are so important to have at your finger tips. Ask for facts and figures based on true experiences.
- 2.-The type of work that you are going to produce is an important factor to decide upon before buying any equipment. Whether it be size, number of colors, type of paper, or anything else, take enough time to size up the nature of your work.
- 3.-The offset process has its problems

too. Sometimes paper stretches, and sometimes the ink doesn't dry as you would like. But even with this, offset can offer profits. Here is the answer: Get help from the people who know. The Lithographic Technical Foundation is an ideal source of help. Your supply man can be of great help too. The main point is this, get help before your cost piles up beyond the recovery point. While mentioning costs you must add such items as sponges, washup solution, makeready sheets, dampener covers and many more to your cost sheets. These cost money and unless you recover them in your selling price you will soon be in the red.

4.-Size up your customer and his work. If you install 35 x 45" equipment and your customer's work demands 42 x 58" you will soon have idle press time. It's most difficult to look into a crystal ball and come up with next year's production data, but smart printers are certainly doing this more and more. They are watching and working with advertising

^oA summary of a talk at a joint meeting of the Boston Litho Club and the Boston Club of Printing House Craftamen, March 10, 1952. agencies to see how the trend of printing is going. Television is being absorbed by the printing industry just as was radio. Several large breweries have already come back to printing. A major gasoline company is going back on the outdoor boards. They feel that the man in the car needs to be sold gasoline while he is at the wheel and not while he is at home eating, drinking or falling off to sleep.

5.-Size up your own organization.

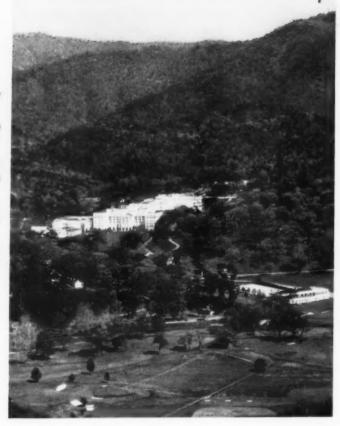
Can you take offset at its terrific pace in your plant? Are the men in your plant young enough to swing to offset? It takes years to master this process—willing years. If your management and your workers are not willing to dig in and make an earnest effort to master the process then be careful, your road may be bumpy.

Now here are five basic points for lithographers to take to heart. Don't treat them lightly—they can spell success or failure.

- 1.-Don't kid yourself about your own quality. You may not want to tell your customer or your fellow lithographer, but tell yourself. Get a strong magnifying glass and look at your quality. Don't feel that its good enough. Improve it.
- 2.-Look at the cost of your offset department. Add in all of your offset items. If you want to take off 10 percent to keep some work in the plant rather than lay men off, that is up to you. But if you do, at least know what you are doing-know that your cost items are included but that you have simply cut the price. At least you are not kidding yourself into thinking that the cost of the job is less than it actually is. Don't wait until the last three months of the year to increase your prices to recover a loss that started in the second month. A monthly check on hourly costs is as important as oiling a press. Its just common
- 3.-Keep ahead of a downgrade in business. Of course you can't for-

(Continued on Page 135)

Management, Sales, Labor Problems will Feature LNA June Meeting



URTHER details of the program of the 47th annual convention of the Lithographers National Assn. were completed early this month. The meeting, to be held this year at the Greenbrier, White Sulphur Springs, W. Virginia, June 10th to 12th, will have as its theme "Managing For Profit in the Lithographic Industry." Advance registrations indicate unusual interest of the industry in these discussions. states W. Floyd Maxwell, LNA's executive director. The association, as in past years, is inviting all lithographers, whether members or not, to attend these sessions to take part in the industry's discussion of its

Meetings of the board of directors and executive committees are to be held the day before the convention opening.

The opening address, Toesday morning, of J. Raymond Tiffany. general counsel, Book Manufacturers Institute, will give the general background for the discussion of in lastry problems under the convention theme of managing for profits. Under the title. "Problems of Management and the Small Business Maa," he will point up the decisions and responsibilities facing small ousiness which arise out of the current contused social, economic and political trends, LNA said. The rest of Tuesday morning and Wednesday morning will be devoted to discussions of sales problems of lithographers, and the selection, training and compensation of sales representatives, the problems arising out of a transition from a seller's market to a buyer's market, and an analysis and discussion of the recent survey of lithographic

press capacity as it relates to market potentials.

On Tuesday afternoon, the Bank Stationers Section of LNA will hold its annual meeting under the chairmanship of L. B. Case, vice president of the George D. Barnard Co., St. Louis, A program of special interest to bank stationers has been arranged including a discussion and display of selected sales-building ideas in this field.

The Thursday morning session will be devoted to the subject of industrial relations, emphasizing in particular employee-employer relations as an important function of management. An all-industry panel will discuss this subject from the point of view of the small company, "Sound Employee-Employer Relations—A Requisite to Efficient Business Management" will be treat-

ed in terms of what kind of a program is possible. Also, the discussion will include the reasons and means of developing, organizing, and implementing employee-employer relations programs. Panel members also will give consideration to such topics as "In-Plant Training and Education of Production Personnel"; "Selection and Training of Supervisory Management"; and "Safety-A Key Factor in Employee-Employer Relations."

The subject "In-Plant Training and Education of Production Personnel" will be discussed from a practical viewpoint in relation to the need for and importance of organized training, and how to develop, implement and administer an in-plant training program. Under "Selection and Training of Supervisory Management" will be discussed prerequisites, scope, methods and administration of a sound program for developing supervisory management. Consideration will be given to determining how and by whom both new and experienced supervisory management personnel should be trained. Also included will be factors that the training program should include, how to get the supervisor to apply his learning, use of conference leadership in supervisory training, and how to evaluate results.

"Safety-A Key Factor in Employee-Employer Relations" will be treated not only by giving consideration to accident prevention but also will be considered from the human relations point of view. The contribution of safety to production efficiency will be discussed.

Collective bargaining in the lithographic industry will be under discussion and will be analyzed from an inventory and appraisal point of view.

LNA said that the panel discussion will be audited competently, following which there will be a question-answer period from the floor.

In the closing session Thursday afternoon William M. Winship, president of the Lithographic Technical Foundation, will discuss the more important research developments which have taken place since the end of World War II which have con-

tributed to better quality, improved quality control, or reduction in production costs. Following this discussion Oliver F. Ash, Jr., of Comer Ash and Co., St. Louis, Mo., will deal with the subject "Practical Cost Control and How To Achieve It." An inspirational speaker of national importance, whose name is to be announced soon, will conclude this final business session of the convention.

The annual LNA dinner, high point on the social side, with entertainment and dancing, preceded by the President's Reception, will be held Thursday evening as the final convention event.

There will be a program of entertainment for the ladies, a golf tournament, and opportunity along with the serious business of the convention to enjoy the unusual recreational facilities afforded at the Greenbrier.

The awards winners in the 2nd Annual Offset-Lithography Competition sponsored by the association will be on display throughout the convention. This exhibit at its initial showing in Chicago attracted nearly 5000 visitors.



N INE practical pointers for the designers and producers of packages for use in self-service retail stores were given at the April Packaging Conference by Norman S. Rabb, vice president—sales, Stop & Shop, Inc., Boston. His suggestions follow:

A package should: 1. Look something like what the customer expects it to look like. For example, I think that a beer bottle that is designed so that it looks like hair tonic or shampoo will not sell well. A cleanser package that is over-refined in design and looks like a cosmetic dusting powder may not sell well.

2. Within reason, a self-service package should appear as large as possible, to give the impression of maximum quantity for the money, without, of course, being deceptive. It should have what we call "shelf value."

3. Transparent containers should not be printed over so large an area that it is hard to see the contents.

4. Make the package casy to read. This seems obvious, but many packages are being made today that are hard for the customer to read without taking them off the shelf for closer inspection. 5. Give your package an up-to-date look. It needn't have any ultra-modern sleek look, but it also need not look like a hold-over from the Gay Nineties—unless you are selling that vague thing called "atmosphere."

6. Use good pictures,—or none at all. Poor photography and poor plate work pulls down the whole tone of a package. Obviously, you must buy packages with clean, clear printing, using bright, fresh-looking colors.

7. Make the package easy to open and easy to close. We all agree on this point when discussing it, but there are still many packages being made today that a customer has to fight her way into, and then can't reclose to store what's left in a satisfactory manner.

8. Build your package size to fit a wanted price range,—(except where important industry standards exist.) For example: If I were a candy manufacturer, I would want to make sure that my product could sell for 29c instead of 35c, even if it meant packaging 13 ounces instead of a full pound. There has been a marked trend in the canned goods field from #2 size cans to the slightly smaller

(Continued on Page 143)

ATF Marks 60 Years; Origin Goes Back to 1735



Thomas Roy Jones



Edward G. Wilson



Robert F. Nelson



Frank Gerhart



R. G. Marquardt

AMERICAN Type Founders, manufacturers of one of the broadest lines of equipment for the three major branches of the graphic arts, this year is marking its 60th anniversary, although the company's genealogy actually goes back beyond Benjamin Franklin's type foundry established in 1786. There is evidence that the ATF history actually goes back to the Christopher Sauer type foundry established in Germantown, Pa., in 1735, which later merged with Franklin's shop.

Offset lithography came into the ATF picture two centuries later, but in its brief space of time offset has gained a major place in the company's diversified activities,

By 1892 there were 29 type foundries in the U. S., with a variety of standards, and 25 of these were incorporated to form American Type Founders. The other four later joined the corporation, whose headquarters were then in Boston. In 1902 the main office was moved to Jersey City, N. J., and new type designs began to appear under the ATF name.

The Kelly letterpress was brought out in 1914, and by 1924 a complete factory was built in Elizabeth, N. J. for its manufacture. This plant became the main company office and factory, and the company's main plant, consisting of several large buildings still is located there.

In the meantime offset lithography had been having its early years of rapid growth as a commercial graphic arts process, and J. F. Webendorfer had been prominent in the development of offset presses. In 1938 ATF acquired the Webendorfer-Wills Co., and its plant in Mt. Vernon, N. Y., and began to build presses under the ATF-Webendorfer name. Today this name is on three Chief press models, the 20, the 22 and the 29.

Web offset presses for forms, publications, and specialty work, also were being developed by Webendorfer, and this line has been expanded and diversified and accounts for a large portion of the ATF operations.

Further diversity came with the introduction of ATF photo-mechanical equipment for offset, photoengraving and gravure work. All-metal dark-room precision cameras, platemaking equipment and many accessory facilities and instruments were added to the line which now includes virtually everything needed to equip a plant for producing offset lithography.

(Continued on Page 135)

TECHNICAL

An Apparatus for

Masking 35 mm. Transparencies

By R. Donald Reed, John M. DeBroske, and Henry J. Cole

National Institutes of Health, Public Health Service Federal Security Agency, Bethesda, Md

THE 35mm, color transparency is equal to the larger cut film transparency in several respects, even surpassing the technical quality of the larger film in many instances. There are a number of factors contributing to this high quality of the miniature transparency which involve manufacturing, processing, and optical considerations.

The problems involved in the lithographic reproduction of such miniature transparencies by color separation methods have been discussed quite thoroughly in the literature, and various techniques of masking have been recommended. All these require a high order of skill on the part of the operator and involve so much sensitized material and time that some shops hesitate to accept the miniature color transparency as copy.

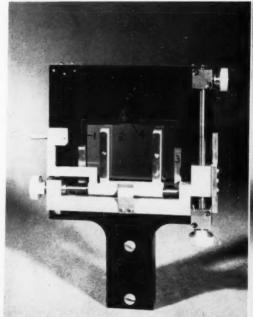
Because of these problems and the objectionable features of existing

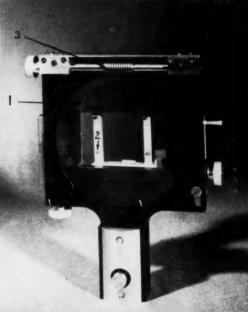
techniques, it was decided to fabricate a device for the registration of the transparency with a corrective silver mask, this registration being the chief difficulty as compared with the larger films. We consider masking a necessity of the first order but speak reservedly as we are well aware that there is a wide diversity of opinion on the subject. This reaction on the part of technical personnel undoubtedly arises from the fact that every

Figs 1 and 2. As shown in Fig 1, the mask mount (1) being cut away to receive the mask (2) is secured to a hobbed 182 tooth worm gear of 4.456

inches pitch diameter [as shown (1) of Fig. 2] which is in turn driven by a .500 inch 13 thread worm [(3) of Fig. 2] giving the desired rotating

motion to the mask which is held in place by springs (3). To remove the mask readily without injury the mask mount was relieved angularly at (4).





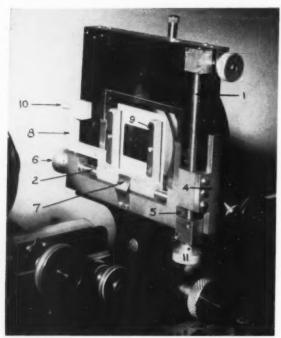


Fig. 3 To obtain a fine adjustment to the color transparency, the lead screws shown in Fig. 3 (1) and (2) were made ¹/₄ inch in diameter, 40 threads per inch with transverse motion being provided to the transparency slide (8) by thumb screw (11) held in place by apring (7). Alignment is maintained by (4) and (5) and longitudinal motion provided by rotating thumb screw (6). To enable holding the color transparency firm without disturbing or damaging the mask, the slide was drilled in four places [(2) of Fig. 2] to allow four pointed floating pins to apply an even and self-adjustable spring loaded pressure [(9) of Fig. 3], the transparency being readily inserted or removed by simply flipping backward or forward the slide by knob (10) of Fig. 3. Detailed drawings can be supplied upon request, the authors said.

color job is a little different from the preceding one, and there has been insufficient time as yet for all craftsman to educate themselves in regard to the technique necessary for the particular copy. The misinterpretation of gray scales, densitometer readings, etc. is largely responsible for a bad state of affairs in some shops and has contributed to a negative attitude on the subject of masking in general. Suffice it to say that in our shop where the subject of most of the color copy is medical in nature we have found that in the majority of instances the masked miniature transparency will enable the operator to hold the fine detail and hold it in the separation negative, whereas a negative shot from the unmasked transparency will have lost this fine

detail. And no artist, regardless of his talents, can ever hope to introduce fine photographic detail into a separation negative which was not properly recorded by the emulsion in the first place.

In designing this apparatus there were several conditions to be satisfied. First, it must be possible to keep the transparency in its original mounting, as dust and minute scratches or abrasions show up on miniature films to a greater extent than on the larger color films. Consequently the less handling the better. Second, the mask must not be placed between the camera lens and negative emulsion. This is in order to eliminate the diffusion which results when an image forming light ray from a lens passes through any deposit whatsoever, such

as silver or dye particles. The diffusion is much less marked in the case of the dye, but a factor to be considered nevertheless. Third, the mask and color film must be free of each other to facilitate the use of multiple masks where highlight detail or hueshift correction is important. Fourth, mechanical movement within the apparatus must be such as to allow rotation as well as north-south eastwest movement as concerns the masktransparency relationship, such movement being necessary for accurate registration in order to avoid fringe or pseudo-stereo effects in the separation negatives.

We feel that these requirements have been met in the apparatus illustrated. Rotation movement is imparted to the mask and north-south east-west movement is imparted to the color transparency. Registration is done on the camera ground glass at an image size of approximately 4" x 6" on a 5" x 7" area, and at this size, image examination and accurate registration are comparatively simple.

In the making of the mask or masks the color film mount is positioned by a simple jig in the center of a 214 x 31/4" panchromatic plate and exposed by use of a 35mm, enlarger as a light source. The exposing light must be of specular quality, and the enlarger lens-transparency distance must be the same as the camera lens-transparency distance will be when shooting the separations. Obviously too, the transparency must be centrally aligned with the enlarger lens. This technique is necessary so that the mask or masks will fit when examining the image on the ground glass of the camera, the transparency-mask space being relatively large because of the mount thickness. The mask will not be sharp but it will not be unsharp to the point of causing edge effects.

For convenience in this shop the whole has been designed to fit into a horizontal photomicrographic apparatus, but the principle is such that the apparatus could be used with any type of horizontal camera. In a dark-room-type camera the controls would

have to be carried from the apparatus back into the darkroom.

No recommendations as to type, number, or strength of masks can be given as this is an individual decision on the part of the operator. One word of caution is necessary however, concerning the development of the mask or masks. The masks obviously must be developed to a grain structure at least as fine as that in the original color film and this necessitates a fine-grain developer. We have found the Kodak Developer D-25 entirely satisfactory when used

with the Kodak Separation Negative -Type I plate. The slight vellowish color of the developed image will add relatively more yellow to the highlight areas of the transparency-mask combination but this can be compensated for by additional developing time on the green and blue filter separations to secure the desired balance. Here again no recommendation can be given since this will be a function of the inks to be used on the job as well as other variables.

The apparatus has been tested

quite extensively in this shop and has proved itself unquestionably in the inherent gain provided from increasing the small scale contrast without increasing the large scale contrast in a set of color separation negatives.

The apparatus was made in the National Institutes of Health Instrument Section; details of its fabrication are given with the illustrations.

(The authors acknowledge the contribution of Julian Holland, Instrument Maker, Instrument Section, N. I. H.)★★



Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent state-ments made by the authors and do not express the opinions of the abstractors or of the LTF.

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sizing or for reproducing exclusively the black portions of a colored original and especially for the production of a black printing plate for photomechanical reproduction in color, an exposure to the original is made with infrared radiation alone, according to the invention. All visible rays are eliminated by means of a black rays are eliminated by means of a black filter. See also U. S. Pat. 2,161,378, filed June 6, 1939, by A. Murray. Monthly Abstract Bulletin 37, No. 10, October, 1951 Page 547. Photostats of foreign patents may be obtained from the Commis-sioner of Patents, Washington 25, D. C.

Planographic Printing Processes Surface Treatment Of Aluminum Magnesium, V. F. Henley. Light Metals 14, 378-88 (1951). A review of mechanical and chemical surface preparation methods for Al and Mg. These include sand and shot blasting, emery finishing, grease mopping, finish polishing, scratch brushing, acid pickling, alk. etching, alk. cleaning, bright dipping, chemically produced surface coatings, electro-polishing, anodic oxidation, and dyeing. Chemical Abstracts 46, No. 2, January 25, 1952 Column 392. Light Metals is pub-lished by Temple Press, Ltd., Bowling Green Lane, London E. C. 1, England.

*Chromate Treatment Of Aluminum. U. S. Patent 2,568,036. F. P. Spruance, Jr. Metal Finishing 50, No. 2, February, 1952, Page 79. In the art of coating aluminum to increase its resistance to corrosion and abrasion where the surface of the metal has been coated by subjecting it to the action of an acid aqueous solution the essential coating-producing ingredients of which are fluoride ions, dichromate ions and ions from the class of acids consisting of phosphoric and arsenic acids; the method which consists in treating a surface so coated with an acid aqueous solution containing, as its essential active material, a mixture of chromic acid with acid from the group consisting of phosphoric acid and arsenic acid; the concentration of chromic acid to be from 0.5 to 40 grams per liter and the concentration of acid from said group

concentration of acid from sain group being the stoichiometric equivalent of from 2 to 30 grams per liter calculated as P.Os. LTF Research Group Reports On Plate Troubles, Charles F. King. Inland Printer 128, No. 4. January 1952, Pages 49-50 (2 pages). A summary of the annu-al meeting of LTF Research Committee in Chicago. December 3, and 4, 1051. Chicago, December 3 and 4, Among the developments described at this meeting were: a new method of deter-mining the ability of a lithographic im-

Photography, Tone and

Color Co.

Edwin Jaffe. Moa20, No. 1, January,
ages). A general Densitometry. ern Lithography 20, No. 1952, Pages 28-31 (4 pages). description of densitometry and how the densitometer can be applied as a control device in the various departments of a lithographic plant.

Gay World All Gray To Some. Martha G. Morrow. Science News Letter 60, No. 9, Pages 138-9 (2 pages), Recently scientists have been designing new color vision tests and improving old ones. Several of these tests and some of the basic research that will make future tests easier to design and more reliable in performance are described.

The Psychophysical Evaluation Of The Quality Of Photographic Reproduction. Lloyd A Jones Photographic Society of America Journal 17, No. 12, December, 1951, Pages 751-64 (14 pages). This article is based on the PSA Progress Medal Lecture given by the author in October, 1950. In it, stress is given to

those methods that are characterized as psychophysical as distinguished from purely physical or objective methods. Discussed are: luminance distribution in exterior scenes, positive materials, psychophysics and psychophysical relationships, dependence of photographic quality on negative exposure, correlation between negative density scale and exposure scale positive materials, and tone reproduction in first-choice prints.

Measuring The Image Tone of Photographic Paper, Walter H. Carna-Photographic Society of America han. Journal 18, Section B, No. 1, March, 1952, Pages 7-10 (4 pages). A numerical method for expressing the image tone of photographic papers is described. Spectro-photometric measurements of reflectance at three wavelengths expressed in percent define the color of the image. Image tone is most noticeable at medium densities which give data indicative of the tone of

*Ger. Patent Application I. 76,000. I. G. Farbenindustrie A.-G. For empha-



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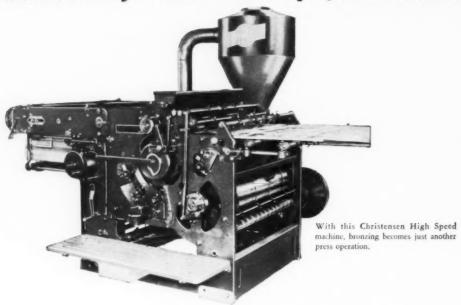


CONDENSED STATEMENT DECEMBER 31, 1951

ASSETS		LIABILITIES	
CASH	\$201,815.48	LOSS RESERVE	\$1,433,651.53
On deposit with Bankers Trust Company, et al. (\$50.00 in office)		Set aside as required by law to meet future payments due of	r
*U. S. GOVERNMENT BONDS (Equivalent to more than 75% at	1,784,909.08	which may become due on all acci- dents to date of this statement.	•
market values of all Bonds and Stocks held.)		STATE WORKMEN'S COMPEN- SATION BOARD EXPENSE	. 88,046.44
*OTHER BONDS	127,652.32	Estimated amount hereafter pay- able to N. Y. State Workmen's Compensation Board, for expenses	3
*STOCKS	464,088.00	of administering the Law.	
Rails, Utilities, and Industrials. MORTGAGES	31,056.89	UNEARNED PREMIUM RESERVE	422,765.26
First Mortgage Loans on improved New York City real estate.	51,050.00	Pro rata portion of premiums un- earned on policies which have not expired.	
REAL ESTATE	12,500.00		
(Acquired as a result of fore- closures.)		OTHER LIABILITIES	
PREMIUMS IN COURSE OF	210 105 50	Salaries, Taxes, etc., due but un- paid as of date of this statement.	
Due the company on polices, ex-	210,467.52	SPECIAL RESERVES	42,769.84
cluding any premiums on policies more than ninety days old.		Set aside for epidemic reserve and losses in excess of \$10,000 and less than \$25,000.	
DEPOSIT IN MUTUAL CORPORATIONS		DIVIDEND RESERVE	86.821.62
REINSURANCE FUND On deposit with moneys of other mutual companies for loss in one	101,685.61	Set aside to meet future payments as declared on policies expiring up to and including Feb. 29, 1952.	
accident in excess of \$25,000.00 and less than \$75,000.00. (A loss		Total Liabilities	\$2,123.915.44
in excess of \$75,000.00 to \$5,000,-		VOLUNTARY RESERVE	
000.00 is further reinsured.) INTEREST ACCRUED, ETC.	18,757.94	To adjust all Stocks and Bonds other than Government Bonds, to	
Interest earned; Reinsurance re- coverable; Cash Surrender Value —Life Policy.		the lower of cost or market values. † SURPLUS	
Total Admitted Assets \$	9 959 939 84	Total	
*BONDS AND STOCKS valued on New York Insur		Total	\$2,952,932.84

THE Christensen High Speed Bronzer

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age to resist blinding, a new lacquer which did well under this test, a method for chemically depositing copper on drums and riders in the inking system, an aluminum copper bi-metal plate, radioactive tracer studies, a recording densitometer, piling of paper coatings on blankets, paper dampener covers, a new press wash-up using three solutions, a device for measuring the pick resistance of paper, and adaption of the principle of the Inkometer to the measurement of tack on the press, and the use of diazo sensitizers in platemaking.

*Printing Plate Etching. U. S. Patent 2585, 2604. Karl Sollner. Official Gazette 655, No. 2, February 12, 1952, Page 579, 1. In preparing a metal printing plate of the group consisting of chromium, chromium alloys and nickel, incorporating in a magnesium chloride etching solution a catalytic amount of chlorplatinic acid, and etching the plate in such solution.

*Inking Mechanism For Rotary Lithographic Presses, U. S. Patent 2,588,470. Ellis Bassist. Official Gazette 656, No. 2, March 11, 1952, Pages 369-70. 1. In a lithographic printing machine aving a rotating cylinder for mounting a lithographic printing plate on the periph-eral surface thereof, an inking roller mounted for rotational movement in surface contact with the cylinder for mounting the printing plate for applying ink thereonto, a first ink reservoir roller mounted for rotational movement in surface contact with the ink applying roller but out of contact with the cylinder for mounting the printing plate, a second ink reservoir roller mounted for rotational movement in surface contact with said first ink reservoir roller but out of contact with said ink applying roller and for reciprocation axially relative thereto during rotational movement said ink reservoir rollers being formed of porous material having a permeability to water greater than that to ink for removing excess water from the ink applying roller and absorbing same into the interior thereof while ink for transferring to the ink applying roller locates in the outer portions thereof.

*Water Control Roller For Offset Presses, U, S. Patent 2,584,360. Raymond C. Delaplane. Official Gazette 655, No. 1, February 5, 1952, Pages 116-7, 1. A water control roller for a lithograph press comprising a pair of block members; a shaft passing through both block members; means for preventing rotation of said members on said shaft; an arm extending forwardly from each of said block members; a leaf spring clamped between each block member and its arm and extending longitudinally of and below said arm; a cylindrical loop integrally formed in the extremity of each spring; a resilient roller rotatably journalled in said loops and extending between said springs; and means for urging said springs away from their adjacent arms.

Paper and Ink

A Note On "Spotty" Ink Drying. R. R. Coupe. Journal of the Oil and Colour Chemists' Association 35, No. 381, March, 1952, Pages 118-23 (6 pages). An experimental survey has been made of the fairly common ink drying defect known as "spotty" drying. Contrary to a frequently expressed opinion, it has been shown that the defect is not caused by variations in the paper or board but is a feature of the ink itself. The phenomenon is not restricted to a particular type

of drier or pigment and has on occasions been observed with lithographic varnishes. Some results depicting the influence of a dried ink film on the drying of a superimposed ink are presented.

*How Printing Inks Dry. Coates Brothers, Ltd. British Printer 64, No.

TAGA Meeting Being Held

The annual meeting of the Technical Assn. of the Graphic Arts was being held May 5, 6, and 7 at the Carter Hotel, Cleveland, at presstime. About 15 technical papers on many phases of the graphic arts were to be presented, and a day was provided for visits to several plants in Cleveland. Abstracts of the papers were published here last month, and a report of the meeting will be published in June.

382: 42-4 (January-February, 1952). Following a discussion of the three fundamental types of ink drying, chemical action, evaporation, and absorption, the following improved methods of drying are described: quick-setting, heat-drying, precipitation, polymerization, cold-setting and electrical methods. 1 illustration. Bulletin of the Institute of Paper Chemistry 22, No. 6, February, 1952, Page 431. British Printer is published at 2, 3, and 4 Cockspur Street, London, S. W. 1, England.

The Testing Of Paper. James P. C.sey. Paper Industry 33, No. 11, February, 1952, Pages 1325-7 (3 pages). The author discusses handling, use, empirical, and fundamental tests. Handling tests include rattling, folding, tearing, wetting, and looking through the paper for formation. Use tests include printing and corrugating. Empirical tests include burst, fold, abrasion, etc. Fundamental tests include density, hardness, smoothness, resistance to oil penetration, and stress-strain measurements. The problems involved in setting up paper specifications are also discussed.

"Method And Apparatus For Testing Paperboard. Canadian Patent 470; 932. Robert C. McKee and George R. Sears. Bulletin of the Institute of Paper Chemistry 22, No. 6, February, 1952, Page 453. An instrument is designed for the measurement of the tearing properties of paperboard and the like. The apparatus produces a relatively straight tear with-out delaminating the board and thus provides test data which are direct measures of the tearing strength and the resistance to continued tear. In accordance with the method of the invention a paper board sample is clamped along lines which are parallel to and spaced metrically from the line along which the tearing strength of the sample is to be determined. The clamped portions are then rotated relative to one another about an axis which is normal to the line along which the tear is to be produced, which bisects the length of the specimen along the proposed line of tear, and which passes through the center of the specimen (i.e., the axis falls midway between the outer plane surfaces of the specimen). In to secure reproducible results and to test the property of continued tear rather than initial tear, the sample, before

testing, is cut inwardly for a short distance at each end of the proposed line of tear, and the center of the sample is cut away to leave a symmetrically located opening. 7 figures. Copies of this patent can be obtained from the Commissioner of Patents, Ottawa, Canada.

*Naturally Quick Drying Printing Inks And Paper, Werner Unteutsch. Allg. Papier-Rundschau No. 24: 1037 (December 31, 1951) (in German). ference is made to quick-drying printing inks which do not depend upon the addition of metal driers, but which are so formulated that the inks gel on contact with the paper surface, whereas they remain fresh and without skin formation in the fountain, even on longer standing. These inks should not be used in connection with parchment, glassine, cellophane, or foil papers; in the case of very hardsized or highly calendered papers, gelling process will be retarded. How-ever, they are suitable for a large number of papers and boards, particularly coated and chromo papers. Several colors may and enromo papers. Several colors may be applied in succession, even at inter-vals of several days or weeks. Special reference is made to the German "Presto-print" inks of Gebr. Hartmann, the color intensity of which is claimed to sur-pass that of American products hitherto sidered superior in every respect. It is considered superior in every respect. It is self-evident that for best results the cor-rect understanding and co-operation of the printer is also required in their use. Bulletin of the Institute of Paper Chemis-try 22, No. 7, March, 1952 Page 519. Allgemeine Papier-Rundschau is pub-lished at Furstenbergstrasse 175, Frank-furt a. M. 4, Germany.

*Effect Of Surface Roughness On Rate Of Water Absorption In Paper. A. P. Arlov. Norsk Skogind. 5, 12: 403-8 (December, 1951) (in English; Norwegian summary). The influence of variations in the surface roughness of paper on its rate of water absorption was studied. Sized and unsized handsheets were formed from a bleached sulfite pulp eaten in a Valley beater and P.F.I. and Lampen mills. The specific volume, surface roughness, and decrease in contact angle per second were measured. The results showed that a sized paper with an initial contact angle exceeding 90° absorbs water at a slower rate the rougher the surface and the bulkier the sheet. In an unsized paper, on the other hand, the rate of water absorption is greater the rougher the surface and the bulkier the sheet. A summary of the general theory of the contact angle (its measurement and hysteresis and the movement of liquids in capillaries) is given, and the present results are interpreted in terms of the effect of contact angles on the move-ment of liquid in conical capillaries. Seven beater-sized commercial paper brands with a pronounced two-sidedness in both rate of water absorption and surface roughness were examined, and their rate of water absorption was found to be greater on the smoother side. This is in accordance with the laboratory experi-ments. 2, tables, 8 figures, and 6 referments. 2, tables, 8 ngures, and 6 references. Bulletin of the Institute of Paper Chemistry 22, No. 7, March 1952, Pages 516-7. Norsk Skoginindustri is published at Stortingsgaten 14, Oslo, Norway.

Lithography—General

*Water-Repellent Ink-Transfer Surface, U. S. Patent 2,562,782. F. H. Frost. Chemical Abstracts 46, No. 4 Feb-

ruary 25, 1952, Column 1672. A watershedding offset blanket is described which is substituted for the water-wettable rubblankets normally used in offset lithographic printing. This substitution re-duces the absorption of water by and subsequent distortion of the printed allows simpler press operation, and the quality of the printing is improved as smaller quantities of dampening solution are required in each printing cycle. The water-shedding blanket may be any ma-terial which causes water to gather in droplets on its surface and which is inkreceptive as well as having other qualities normally requisite in an offset blanket. Suitable blankets may be prepared by applying a paraffin coating, or a water-shedding plasticized vinyl-resin lacquer, to a rubber offset blanket. Other suitable types include blankets prepared from a sheet of copolymer of 85% vinylidene chloride with 15% vinyl chloride and plasticized with 15% dibutyl sebacate, dibutyl phthalate, or diethyl phthalate, or blankets may be prepared from elastic resins, such as silicone rubber, both of which are ink-receptive and water-shed-

*Harder Aluminum Finishes, Alena Aluminum News-Letter, March, 1952, Page 2. (Reprinted here in its entirety.) Superior hard coatings for aluminum, de veloped for applications where long-wearing surfaces coupled with light weight are essential, are now being re-leased to licensess by Aleoa. The new anodic oxide coatings have been used retensively in aircraft and for extensively in aircraft and for orthopedic equipment. Intrinsically hard, aluminum oxide coatings cannot be chipped or flaked from their parent metal, and these newer types afford superior resistance to abrasive action and erosion. Alcoa has also ac-quired the U. S. patent rights to the Martin Hard Coating for aluminum, de-The Glenn L. Martin Company of Baltimore. Similar in appearance to the Alumilite coatings, the MHC finish is also similar in hardness and structure. It has been used successfully by Martin on gears and pinions, turbine impeller blades, nozzles and on leading edges of high-speed airfoils. Its extreme hardness has permitted many aluminum-for-steel substitutions, resulting in sharp reductions of weight and operating costs.

Graphic Arts-General

New Color Process, Ralph S. Bing, National Lithographer 59, No. 1, January, 1952, Page 38. A description of the Craftin Multicolor Process for making hand color separations. The process consists of a set of three sheets of translucent film in which two different screen patterns, one a dot and one a line, are invisibly processed. By brushing the films with a special developer, the various tones appear in the films and are then used to make photographic negatives for platemaking.

"Method And Apparatus For Printing Electrically. U. S. Patent 2,576, o47. Roland M. Schaffert, Official Gazette 652, No. 3, November 20, 1951. The method of printing consists of moving an electrically conductive support carrying an electrically charged image layer of electrically insulated material through a developing zone in which developer powder with a charge having a polarity opposite to that of the charge on the image layer

is electrically deposited on the charged image layer to form a powder image, feeding a transfer material contiguous to the image layer carrying the powder image, spraying an electrostatic charge on the transfer material, stripping the material from the image layer and recharging the image layer.

*Treating Lithographic Plates. U. S. Patent 2,580,313. William H. Wood. Official Gazette 656, No. 3, March 18, 1952, Page 680. 1. In the treatment of lithographic printing plates, applying to the image bearing metal plate a solution

essentially of a polysaccharid carbox-vether.

*Polyvinyl Alcohol. N. Platzer. Modern Plastics 28: 95-8, 161-62, 169, No. 7, March, 1951, A review is given of the technical properties and of the method of handling polyvinyl alcohol; the methods of plasticization, tanning, and many practical applications are discussed. Monthly Abstract Bulletin 37, No. 11, November, 1951, Page 625. Modern Plastics, Inc., 575 Madison Avenue, New York 22, New York

Research Council Set Up On Permanent Basis

"PERMANENCY of the Re-search & Engineering Council of the Graphic Arts has become a certainty," stated Frank F. Pfeiffer, president of the council and chairman of the executive committee in his report to the executive committee of the Council at its special organizational meeting at The Homestead, Hot Springs, Virginia, April 3, 1952. "Over 300 representatives of companies, printing trade associations, trade papers, as well as individuals have pledged their financial support for a three year period and have already contributed their first year's dues," he reported.

The response of the industry to the financial plan announced by the council at its Rye, N. Y. meeting in December 1951, encouraged the executive committee to authorize the employment of a full-time staff to carry on its activities, it was said. The announcement of the new staff will be made as soon as action is taken.

The executive committee also authorized the publication of the third in its series of reports listing research developments and engineering programs currently in progress throughout the industry. This will be published in June. At the same time the report of research programs presented at the 2nd annual meeting also will be released.

A decision made by the executive committee was to expand its membership to include individuals of member companies and associations. Individual memberships are to be encouraged at the annual dues rate of \$15. They will be restricted, however, to those companies and organizations which are members of the Council by virtue of their pledge of financial support for the next three years and their payment of the first year's dues of \$100.

To further the usefulness of the publications already issued by the council, a plan was approved to make them available to members in assortments especially selected to help particular branches of the graphic arts industry solve their particular research and engineering problems. The classifications under which these publications are now grouped, and the cost of each set is as follows: Composition-set of 3 reports at \$2.50; Platemaking-set of 5 reports at \$4.00; Bookbinding-set of 10 reports at \$2.00; General-set of 5 reports at \$6.00. Special loose-leaf binders for these reports are priced at \$2.50. Two binders would be required to hold all of the reports.

The next meeting of the council is scheduled for June 4, 5 and 6 at the Cleveland Hotel in Cleveland, at which time staff time and funds will be allocated to specific council projects.

Equipment manufacturers, product suppliers and research organizations engaged in graphic arts industry research were invited to submit a list of research projects in which they are currently engaged, or have recently concluded, so that they may be listed with others to be reported in the 'Listing of Research & Engineering Programs Pertaining to the Graphic Arts', to be published in June, 1952 by The Research & Engineering Council of the Graphic Arts Industry, Inc. The lists should be addressed to the Council at 719 Fifteenth Street N.W., Washington 5, D. C.



the Production Manager

... a partner in productive advertising

Pro-duc'-tion man (prō-dūc'-shūn), n. (L. no homo weekiens). An aspirin-eating mammal indigenous to the intemperate zones. Natural habitat: behind any pile of wet proofs, sometimes found to be supported by desk. Generally seeks cover when approached by any other form of agency life. Is violently aroused at sight of widows. Is subject to virulent nightmares peopled by engravers, typographers and printers, all of whom speak well of him on Christmas. Can make any copy look better than it is:

is only man in office who can spell. Generally regarded by associates as indispensable.

Paper produces too. Paper-chosen with end-use always in mind-is a principal partner in productive advertising.

How many colors? How many halftones? How many folds? Will it be mailed? How long will it be used? Armed with the answers to these questions, the Production Manager reviews the qualities of available stock and makes his choice. Very often that choice is MAXWELL OFFSET. Years of papermaking experience, sound and unvarying methods, and the most modern mill facilities have imparted to MAXWELL OFFSET all the qualities of strength, whiteness, color conformity, ink consumption—plus the uniformity of these qualities always—which contribute to the kind of printing advertisers expect.

Famous Artists' Course, Inc., Westport, Connecticut.

For these good reasons much of America's best printed advertising appears on MAXWELL OFFSET.

Maxwell Offset

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio



You stake out your claim on an acre of mail!

The Average Businessman receives about an acre of mail each year, not including newspapers, trade papers and magazines. That's an acre of letters and direct mail literature alone! And that's where you stake out your claim—for reading and response—when you mail a letter. On an acre of competition!

Worth thinking about? More than that. Worth acting about. Like improving your letterhead design—then printing it on HOWARD BOND and nothing else!

HOWARD is a handsome bond. Very white. Strong. Crisp. Crackly. Prints beautifully, Handles easily. Erases without smudging. Resists soilage. Remember the competition your letters face. Make your best bid for attention and action on Howard Bond, "The Nation's Business Paper." Ask your printer or paper jobber to show you samples.

PRINTERS! This message appears in advertising magazines read by your customers.

HOWARD PAPER MILLS, INC. . HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard, Bond

"The Nation's

Companion Lines: Howard Ledger • Howard Mimeograph

Business Paper"

Howard Writing . Howard Posting Ledger



Ink Drying—Fast or Slow

by Theodore Makarius

THERE are numerous reasons for ink drying at different speeds on various jobs. Sometimes the type of paper as well as the ink may be at fault when drying is unsatisfactory. To avoid such trouble it is essential that certain tests be made before starting the job.

Ink should never be run until a test for drying time has been made on the actual stock to be used. When this is done beforehand, it is relatively simple either to increase or decrease the percentage of drier to suit the job. Make this test by tapping out some of the ink on the paper specified and note time required for the ink to set. If the drying rate is too fast or slow, the necessary adjustments can be made at this time.

Should there by any doubt as to the ink film thickness being the same on the press as it is on tap-out, make several tap-outs of different film thicknesses and record the drying speed of each. The printed sheet may be compared with the matching tapout for color shade.

On some jobs the film thickness is extremely important. For instance, when printing books on bulky offset paper it is necessary to maintain just the right film of ink to prevent the ink from offsetting in the folding and binding operations. Even though an ink is run spare and is dry enough to permit cutting without any offset, it will invariably smudge in the

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography. 175 Fifth Ave., New York 10, N.Y. Editor.)

smashing machine. The problem here is not so much one of drier as it is the addition of sufficient binding varnish to produce proper adhesion to paper.

When running bulky book papers it is important to avoid excess pressure between the blanket and impression cylinder. However, there should be enough squeeze so that the ink does not lay on the loose fibers of the sheet. The absorbency of this type of paper makes tap-outs especially valuable. If an ink, when tapped out, sets unusually fast, you may be sure the vehicle, the drier and a percentage of the binding varnish are being drawn into the paper. When this condition exists, it is necessary to increase the driers and binding varnish.

Coated and hard surfaced machine finished papers present a different problem and each should be treated accordingly. Actually very hard surfaced machine finished papers offer two separate problems. In the first place, the ink must be run spare so the film of ink on the sheets is as thin as possible. This will help to eliminate any offsetting on the back of a preceding sheet. Secondly, good surface drying is essential, and to avoid offsetting, short or thin varnish, plus cobalt drier, should be used instead of the binding varnish recommended for work on bulky book papers.

In multi-color work special attention must be paid to the amount of drier added to each color involved. An excess of cobalt drier may crystalize the ink in the early colors and prevent subsequent colors from lifting properly. Here again, tapping out the ink beforehand may prove beneficial. The tap-outs of second and third colors may be made on the same sheet, with the tap-outs overlapping each other. Any discrepancy between drying and lifting on the blank paper and overlapping inks is detected easily.

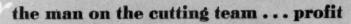
Litho coated papers, too, must be tested to avoid unnecessary drying and offsetting troubles. Hard surfaced litho coated paper presents the same problem as machine finished paper. However, there are some coated papers which are highly absorbent and unless the inks are of sufficient length and contain enough

(Continued on Page 143)



SEVENDED AUTO-SPASER PAPER CUTTERS AT JOHN MANES PRINTING COMPANY, ENIGASE, ILLINOIS - EDLOR PHOTOGRAPH BY CONNELIUS

fine graphic arts equipment...for everybody's profit



Cutting gum wrappers to size becomes a simple operation with two Seybold automatic spacers. The printed stock is stripped by one man; the strips are chopped by the second man. The cutting team works smoothly because the spacers automatically position the stock for each cut, accurately to a hair's breadth. This makes the operators' jobs easier and safer, and that's one way of looking at profit.

for the man in charge ... profit

With a Seybold auto-spacer in his finishing department any plant owner feels assured . . . assured of greater production capabilities, greater accuracy in cutting and trimming, lower maintenance costs and factory-trained servicemen when needed. To the man in charge, that means profit.

for the man who buys labels . . . profit

Label users, too, have to keep production running smoothly and at top speed. Of primary importance to the uninterrupted performance of their machines is the uniform feeding of both product and wrappers. The trim of those wrappers can mean work flow, or stoppage... profit or loss. Trimmed with Seybold dependability, it means profit.

for the man who buys the gum ... profit

Gum wrappers signify brand name to the man on the street. He probably has no idea how the various items were combined to bring him chewing gum . . . but mass production and advanced packaging techniques still bring him a stick of gum at no increase in price, at a time when all costs are rising. That's his profit.

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WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.





METAL DECORATING

OFFSET PRESS SPECIFICATIONS

for Metal Lithographing Presses 29x36 to 50x72; One- to Four-Colors

	Press Designation	Sheet Size Limit	Max.Sheet Size	Plate	Blanket Dimensions	Blanket Thickness	Speed	Feeder	Delivery	No.8 Sizes of Covrd.Ink Rollers	No.& Sizes of Cowrd.Dampeners	Approx.	Approx. Fir. Space	Elec. Specs.
HOB B. Hoe & Co., Tro.	29x36	184 x24 to 29x36	284x35\$	32x36	42x36	.0625#	5100	Dexter	Oven	4 Form 54m 1 Ductor 34m	2 Form 34.	22,000 lb	16 x 9 ft	10 HP
910 E. 138 St. New York 54, N.Y.	30 <u>k</u> x36	184x24 30½x36	30x35\$	33½x36	Same	same	same	8 8 m 6	Same	Same	same	same	same	same
presses available as multi-color tamdens up to	34x36	18\$x24 to 34x36	33 { x35 {	37x36	Same	same	same	same	Same	Sam •	same	Same	Same	Same
	34x45	19x21 to 34x45	33\$ x44\$	37x45	42x45	same	4500	Same	9 55 55 55	\$ 0 M 0 8	same	25,000 lb	16x10 ft.	15 股
	42x45	20x24 to 42x45	41\$244\$	45x45	50x45	+ - - - - - - - - - -	same	заше	\$200¢	4 Form 7 Distr 41 "	2 Form 1 Duetor 45"	33,000 lb	23x12 ft	Same
	42x54	20x25 to 42x54	412x533	45x54	50x54	9926	4200	some	9 110 8	Same	0 200	40,000 lb	23x13 ft	25 HP
	50x72	24x42 to 50x72	49x71	54×72½	57½x73	Ф 81 05 05	3600	same	(a) (c) (c)	Same	9	60,000 lb	24'8"x14'	25 RP
HUTHERFORD Machy.Div. Sun Chemical Corp. 10-10 44th Ave. Long Island City,N.Y.	MP3 29x36	16x20 to 29x36	29x36	318x37	37 <u>8</u> x37 \$.0625#	4800	Dexter		4 Form 34" 7 Distr 34" 1 Ductor 34"	2 Form 3gm	18,000 lb	15 x 7 ft	7\$ HP

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SALESMAN TO WIN NEW
CUSTOMERS...BUT IT TAKES
A GOOD PRODUCT TO

KEEP THEM!"





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In hundreds of fine lithographic plants throughout the country, Mercury Rollers and Blankets have been the standard accessory ever since these products were introduced more than 20 years ago. Their ever reliable performance, and constant improvement to keep them in step with the changing needs of the industry—win friends and keep them. Mercury Rollers and Blankets are your best bet.

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Describes Microstructure of Tinplate

"M ¹CROSTRUCTURE of Tinplate," by T. Fielding, is the title of a series of articles in the February and March issues of the Tin-Printer & Box Maker, published in England. The material, being re-published from its first appearance in 1948, deals with crystalline and molecular structure of tin coating on steel, the alloy formed where tin and steel are joined together, and the structure of the steel sheet. Excerpts follow:

When the tin surface of a sheet of tinplate is etched for ten seconds in a solution of acid ferric chloride, or 2 percent nitric acid in alcohol, the feathery crystalline formation of the tin is revealed. The type of grain in the tin coating is affected by various factors in

the hot dip method.

Another surface effect which may be observed visually on some tinplates is the occurrence of "scruff." Examination under the microscope will show the presence of small, white, rectangular crystallites in the band of scruff. These crystallites are composed of the iron-tin compound FeSn., and they are generally picked up during tinning, owing to the tin-pot containing too much dissolved iron, or from the grease-pot rollers.

The structures described can be observed without any special preparation on the surface of the tinplate. However, examination of the surface of the tin coating can give no information about the junction between the steel and the tin. For this a cross-section through the tinplate is necessary. As the thickness of tinplate of even the heaviest gauge is only about thirty-thousandths of an inch, the difficulties in preparing a polished sectional micro-specimen are at once obvious. Fortunately, special techniques have been worked out and results of a high standard can be obtained.

The two main difficulties to be overcome in the preparation of the microsection are, first, to hold the very thin specimen and, secondly, to protect the edges of the specimens so that the tin coating is not damaged. These difficulties are successfully overcome in the methods described by Taffs and by Romig and Rowland.

However, for routine laboratory work it is often sufficient simply to mount a pack of specimens in a clamp and to polish in the usual manner down to the finest emery paper. The final polish should then be given on a hand pad using a good grade of fine abrasive powder such as Diamantine. Polishing on a rotating wheel pad is not recommended for these specimens, because the edges of the specimens tend thereby to be lapped and damaged. Using this simplified technique, seepage of the etching reagent be-

tween the individual specimens in the pack often takes place, possibly resulting in some staining, but the final result is usually good enough for a routine examination.

If a micro-specimen, carefully polished and etched, is examined under the microscope a continuous white band is seen to separate the tin coating from the sfeel base. Examination at magnifications above five hundred times shows that the white band is made up of rectangularshaped crystallites. These are composed of the iron-tin compound formed by a reaction between the steel base metal and the liquid tin in the tinning-bath. The compound contains just over 80 per cent of tin. Thus there is not an abrupt change from the tetragonal lattice structure of the tin to the cubic structure of the iron, but a transition from the one to the other via the iron-tin compound.

The compound layer is usually about a quarter the thickness of the entire coating, so that in coke tinplates its thickness is only of the order of 0.00002 in.; hence the high magnifications needed to resolve the layer into individual crystal-

lites under the microscope.

While on the subject of the thickness of the compound alloy layer, mention should be made of its optimum value from the point of view of corrosion resistance and fabricating quality. The corrosion resistance of the iron-tin compound is probably similar to that of pure tin. Thus, so far as corrosion properties alone are concerned, the thickness of the alloy layer is of little consequence. From the point of view of the corrosion of tinplate after fabrication, however, the alloy layer is important. Inter-metallic compounds are always very hard and brittle, and the compound layer is liable to crack during fabrication of the tinplate. The thicker the layer the greater the danger. Naturally the cracks will be masked by the tin coating, so that they will not be immediately apparent; nevertheless the corrosion-resisting properties of the tinplate will be greatly impaired because potential pores -minute holes in the tin coating which do not penetrate through the compound layer-will be transformed into "normal" pores by virtue of the cracks in the alloy layer. This effect will be particularly evident at areas of the timplate which are severely worked during fabrication. It is thus desirable that the thickness of the alloy should be kept at a minimum.

Much valuable information concerning the iron-tin layer and the nature of the reactions in the thinning bath has been obtained by selective removal of the unalloyed tin coating from the tinplate, so that the surface of the compound layer is revealed. The tin coating may be removed without any undue attack on the alloy layer either in a boiling solution of sodium plumbite (80 gm. lead acetate in 500 cc. water added to 135 gm. sodium hydroxide in 500 cc. water added.—nitrie acid—nitrie acid—nitrie acid—nitrie acid—nitrie acid

mixture (5 volumes concentrated hydrochloric acid, 1 volume concentrated nitric acid, and 15 volumes water). Specimens prepared in this way have a characteristic laminated structure made up of dark, feathery striations on a background of light crystallites. This structure is known as "mottle pattern"; it may sometimes be observed without de-tinning on tinplates with a thin tin coating or a very pronounced alloy layer. The mode of formation of the mottle pattern is not fully understood but the work of Jones has given evidence that the pattern is determined by the attack of the chloride flux cover before the steel sheet enters the

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H. J. Taffs, Tin-Printer and Box Maker, 1941, 16, 202, 10.

O. E. Romig and D. H. Rowland, Metals and Alloys, 1941, 13, 436 and 449.

A. W. Hothersall and W. N. Bradshaw,
 F. Iron and Steel Inst., 1936–133, 225,
 J. C. Jones, F. Iron and Steel Inst., 1931,
 124, 13.

W. E. Hoare and E. S. Hedges, Tinplate (Arnold), p. 71

New Cap Liner Tests

Two new methods of testing the liners of screw-cap closures for moisture leakage, either in or out, and for testing the compatibility of a closure liner with the contents of a package have been announced by Dr. John C. Bird, Lederle Laboratories Division of American Cyanamid Corp., Chairman of the Packaging Institute's Committee on Drugs and Pharmaceuticals. Both methods, issued by the Packaging Institute in printed form, were developed by a task group of the Drug and Pharmaceutical Committee, headed by Carl B. Burnside of El: Lilly & Co., Indianapolis.

Although these tests were developed by the Drug and Pharmaceutical Committee to meet a specific need in that industry, they have a widespread application throughout all industries where screw-cap closures are used, whether on glass or metal containers, the Institute said.

One of the test methods, designated as "PI Closures It-51," is a quantitative method of measuring the passage of water vapor through the liner of a tightly closed container. The method has been in use for a year as a proposed procedure and has been revised and issued as a tentative procedure. Precise directions are given for the measurement of both moisture





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gain or loss through the liner itself.

The other test, designated as "PI Closures 2t-51," is a qualitative test to determine the compatibility of the materials, from which a screw-cap liner is fabricated, with the contents of the package.

It is important, it was said, to use both tests when developing a new package or when packaging a new product for, unless the liner is both compatible with the product and will adequately serve as a water vapor barrier, the package may easily prove unsatisfactory.

These two new tests are part of the 36 test methods issued by the Packaging Institute, 342 Madison Ave., New York. (Copies are available at 2½¢ per test.)

Michigan Oven Appoints

H. O. Bennett, Anderson, Ind., has been appointed by Michigan Oven Company, Detroit, Mich. as its representative in the Indianapolis area and portions of Ohio and Kentucky. A graduate of Purdue University, Mr. Bennett was for 5 years process engineer at the General Motors plant in Muncie, Ind., and for 14 years was an industrial representative for the Surface Combustion Corporation.

The Michigan Oven Company also appointed Bruce Hogarth, St. Davids, Pa., as its representative for the Philadelphia area. Since graduating from Duke University, College of Engineering, Mr. Hogarth has been associated for the past 8 years with the W. Wirt Young and Assoc. as a sales engineer representing Gehnrich and Gehnrich Inc., Surface Combustion Corp., and Webster Engineering Company, Division, Surface Combustion Corporation.

Garten to be Honored

"Bill Garten Night" is to be held May 19 by the Baltimore Litho Club to honor William Garten, recently retired metal lithographer of the Owens-Illinois Glass Co., Glassboro, N. J. He was the club's first president when it was formed over a decade ago. The meeting is to be held at the Stafford Hotel, Baltimore. Others taking part are to be Ed

Parker, Parker Metal Decorating Co., David Hostetter, Owens-Illinois Glass Co., Lloyd Bowden, Owens-Illinois, and Jerry Murnane, Pittsburgh Plate Glass Co.

Craftsmen Hold Screen Talk

The Chicago Club of Printing House Craftsmen devoted its April 15 meeting to discussion of "Silk Screen Printing Today," with Daniel P. Novak, Chicago, executive secretary of the Silk Screen Process Printing Association as principal speaker. Screen process printing has made tremendous strides in recent months, Mr. Novak said, citing statistics of growth. He outlined mechanical developments and process improvements which have promoted this forward march.

Dr. Henry G. Ferguson, vice president and general manager of Lawter Chemicals, Inc., Chicago, followed with an account of recent developments in fluorescent inks and their application in screen printing and other graphic arts fields. Third speaker was Ralph K. Karsten, president of Screen Flock Industries, Inc., Chicago, who talked on combination runs, involving silk screen printing with products partially completed by letterpress, offset and gravure. An exhibit of silk screen printing also was arranged by John Key, president of Admiral Screenprint Corp., Chicago, and national president of the Screen Process Printing Association.

Recent additions to the Chicago Craftsmen's membership include James A. Hearn, manager of the Government Printing Office's Chicago warehouse and the following Chicago lithographers and trade suppliers:

Arthur M. Kill, production supervisor, continuous forms dept., Wallace Press; Wm. J. Summers, chief estimator, Chicago Show Printing Co., Albert T., Perry, master mechanic, Rand McNally & Co., Roy H. Westergren, owner, Alroy Offset Printing Co., Jerry J. Bishop, offset technician, Sigmund Ullman Div., Sun Chemical Corp., Harold O., Heinz, platemaking foreman, Precision Color Plate Co., Lawrence S.

Rapport, general Supt., Plant No. 2, Rapid Roller Co., W. C. Raftery, vice president for sales, Davidson Corp., Earl C. Barker, technician, Hilton, Davis Chemical Co., and three members of the sales staff of Nekoosa-Edwards Paper Co., L. A. Gardiner, Gerard E. Veneman and Walter M.

Clopgy Sales Down

S. J. Johnson, president of Clopay Corp., Cincinnati, has announced that net sales of the company during the first quarter ended March 31 were approximately \$3,530,000, compared with \$3,830,000 for the similar period a year ago.

He also reported that the warehouse on Section Avenue in suburban Norwood would be closed and the property either leased or sold. Mr. Johnson also told of the firm's plans to produce a new product in the plastics field.

Re-elected directors include S. J. Johnson, John S. Stark, Gerald G. Bolotin, S. H. Harrington, Jr., A. F. Imfeld, Irwin M Krohn, Jr., F. A. Miller, David R. Riggs, Fred H. Roth, E. Trimble Smith and A. F. Ziegler, Sr.

Dehumidifier Offered

A new dehumidifier, the model WA-5, is now in production and is being offered to the graphic arts by Abbeon Supply Co., 179-15 Jamaica Ave., Jamaica 32, N. Y. The units are made with various types of automatic or non-automatic controls.

Sorg Moves N. Y. Office

Sorg Paper Co. moved its New York office early in May from 370 Lexington Ave. to 250 Park Ave.

Pressmen Visit Moreland

A group of 60 apprentice pressmen, of the Pressmen's Union #51, spent Saturday, April 26, at the plant of the Moreland Corp., Willow Grove, Pa., roller manufacturer. The group was met by J. F. Brinning, president of National Roller Co., New York, and W. F. Anglemoyer, Moreland general manager, welcomed the men.



PAULA THE POLAR BEAR says ...



has a whole family of uses in the volume printing field ... meets twin needs—for office forms and advertising folders... colors?-bright or white as an iceberg.



Made in our Madawaska Mill, in Maine

FRASER PAPER, LIMITED NEW YORK • Chicago • Cleveland

MODERN LITHOGRAPHY, May, 1952

ABOUT THE TRADE

Labor Talks Continue

Lithographic labor negotations in a dozen major cities across the country were continuing early in May to renew contracts which expired during the period of March 31 to May 1.

In some cities, notably New York, the Amalagmated Lithographers of America had not yet made known their proposals. In Chicago the union proposed a \$12 per week increase across the board, while in Cincinnati the proposal was 20 percent and in Milwaukee \$8.50. In Cleveland 26¢ per hour increase was asked and in Providence, 15¢. In Philadelphia, Kansas City, and Detroit the maximum increase under present government regulations was asked for.

A cost-of-living clause was proposed in Kansas City, Detroit, Milwaukee, Twin Cities, Philadelphia and Providence. The alternative of a six months reopening was offered in Kansas City and Minneapolis-St. Paul.

Demands for a 35 hour week were widespread, with the exception of the Twin Cities, Philadelphia and Providence where no change is asked from the present 36½ hours.

Other proposals in various cities included additional holidays, increased overtime rates, larger complements of help, reclassifications of jobs, increased vacations, different handling of welfare wage payments, and others.

U.S.P. & L. Man Dies

Harry A. Fraser, 73, sales representative in Kansas City for 43 years of the U. S. Printing & Lithograph Co., died May 1 in a Kansas City hospital following a four months illness. He was a native of Prince Edward Island, Canada, and came to the Missouri city in 1904.



At LNA Opening

Two of the first three prizes and an honorable mention in the decalcomania class of the annual Lithographers National Assn. competition were won by The Meyercord Co., Chicago decal manufacturers.

Pictured at the recent competition (left to right), G. N. Gray, vice president of Colorgraphic, Meyercord point-ofpurchase display subsidiary; Spencer Burns, Meyercord window sign division

5000 at Awards Exhibit

The 1952 Lithographers National Association Awards exhibit on display at Marshall Field and Co., Chicago from March 31st to April 12th was visited by more than 5,000 persons connected with the Graphic Arts field according to an announcement by Gordon C. Hall and Conrad F. Stuhlman, co-managers of the exhibit. In addition to visitors the exhibit was seen by approximately 8,000 shoppers.

Embracing more than 40 classifications of lithography, including approximately 225 award winners and honorable mentions, the exhibit moved to Louisville after its Chicago premiere. The next showing of the exhibit will be at the Lithographers National Association convention at the Greenbrier, Whise Sulphur manager, and Leonard Knopf, Meyercord president, view the first-prize winning entry depicting Florence Nightin-

ning entry depicting riorence nighting gale, founder of the nursing profession. The award winner was produced by Meyercord as a point-of-sale piece for Eli Lilly & Co. in recognition of "Hospital Day."

Second prize, titled "Coca Cola Sprite," was a Meyercord produced window sign for the Coca Cola Company.

Springs, W. V. on June 10, 11 and 12.

Following this, the display will be available for showings in various cities under the sponsorship of local organizations.

Saunders to Europe

Maurice Saunders, chairman of the board of the Lithographers National Assn., New York, and Mrs. Saunders, planned to sail to Europe May 17. They were to go aboard the liner Saturnia, and spend most of the summer abroad. Mr. Saunders told Modern Lithography than he would miss the LNA convention this year for the first time since 1912.

Chart Plant Gets Cutter

The Aeronautical Chart Plant, St. Louis, recently installed a Lawson 52" Electronic Spacer cutter.

FOR RETTER EVERY

-a light that is steadier, cleaner and more economical, use brighter



GRAFARC 95 AMPERE STANDARD PRINTING LAMP NO. 32000

with No. 33000 transformer and No. 34000-1 stand for use with vertical printing frames under 40" x 50".



GRAFARC 140 AMPERE PRINTING LAMP NO. 22500

with No. 33500 transformer and No. 3480-1 stand for use with vertical print-ing frames 40" x 50" and larger.

PLATE MAKING

- · Cut exposure time in half
- · Assure sharper dots
- · Eliminate dot undercutting by crossover of reflected light rays

CAMERA GALLERY

- . Uniform illumination on work of any size
- · Extreme steadiness of light volume
- · Constant color temperatures
- · Eliminate illumination variable in accurate control of densities
- Power to punch through dense koda-

STEP AND REPEAT MACHINES

· Precise control of intensity for accurate repeats



Fully Automatic High Intensity



GRAFARC 95 AMPERE STANDARD CAMERA LAMP NO. 32002

NO OTHER LAMPS MEASURE UP TO THEM IN PERFORMANCE

Approximately twice the light per arc watt results from the use of a silvered glass reflector, instead of a metal reflector. Adapters to fit most cameras and photo-composing machines. Present line supply wiring is usually adequate.

Write today for literature and prices.



GRAFARC 95 AMPERE OVERHEAD PRINTING LAMP NO. 32221

for use with horizontal printing frames under 40" x 50". Burns in normal position thereby avoiding smoking of reflector and preventing ash from depositing on surfaces in the light path. A 45-degree angle mirror redirects the light downward to the work area.



GRAFARC 95 AMPERE PHOTO-COMPOSING LAMP NO. 32200

for Monetype Huebner MH photo-composing machines. Assures precise control of intensity for accurate repeals.



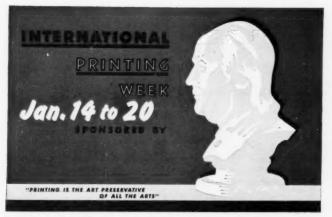
GRAFARC 140 AMPERE OVERHEAD PRINTING LAMP NO. 32520

for use with horizontal printing frames 48" x 56" and larger,

STRONG ELECTRIC CORP.

17 CITY PARK AVENUE

TOLEDO 2, OHIO



Announce Poster Contest

A design contest for posters promoting 1953 Printing Week has been announced by the International Assn. of Printing House Craftsmen The size of the poster is to be 14 x 22" or 22 x 14". Copy must include "International Printing Week, January 11-17, 1953. The design must pro-

vide for a reproduction of the Printing Week stamp (1 x 1)8"), inclusion of the Craftsmen's emblem in any form, and space for imprinting the name of the local sponsoring organization. The deadline is June 30, and entries may be sent to the association, 18 East Fourth St., Cincinnati 2, Ohio.

Reports on Gibson Art

There's a lot more to running a greeting card business than greets the eye, says the editor of Monsanto Magazine, external house organ of Monsanto Chemical Co., St. Louis, Mo. To prove it he took his readers behind the scenes in a March issue story about the 101-year old Gibson Art Co., Cincinnati, O. Descriptions of technical operations might be an old story to lithographers but there is special interest in the account of how the Gibson company studies rising or declining rates of birth, death, sickness and marriage and regulates its output in proportion. If an error in judgment is made, says the story, the surplus cards that back up in stock are chopped up and baled for the paper mill.

Gibson's 13,000 dealers, says the article, get vital information on how to sell cards, how to stock a store scientifically, and how to display merchandise attractively. They also are provided with window cards, display signs, suggested promotional letters, newspaper ads and mats, and other helps. There's also a story of how

Gibson in 1948, instituted its first annual "National Smile Week," which was quickly adopted by newspapers, magazines and other media. Incidentally, being a chemical company's publication, the editor found that 27 different Monsanto chemical products are required to produce Gibson Art Co's greeting cards.

Cincinnati Firm Plans Open House

Officials of the Hilton-Hawley Co., Cincinnati, are planning an open house in their new plant on Galbraith Road, where a rotogravure laboratory and facilities for making its own varnishes have been added to its ink making equipment. The firm was organized in 1923, and C. B. Hawley is president.

Progress Addition Completed

A new addition to the plant of the Progress Lithographing Co., Cincinnati, has been completed, and installation of bindery equipment in the 21,000 square feet floor space will be completed within a few weeks, according to Charles H. Klein, president.

USP&L Gross Up. Net Down

The United States Printing and Lithograph Co., Cincinnati, reported 1951 gross earnings of \$3,135,284, and net income of \$1,532,636, equal to \$8.64 per common share. This compares with 1950 gross earnings of \$2,875,418, and net income of \$1,696,378, or \$9.63 a share.

President William H. Walters reported to stockholders that the company last year produced a larger volume than in any previous year in its history, but that increased federal and state income taxes were responsible for the decline in 1951 earnings. Taxes last year totaled \$1,602,647, or 51 percent of the gross earnings, compared with taxes of \$1,179,039 for the preceeding year.

The company balance sheet, as of Dec. 31, 1951, showed total current assets of \$9,336,290, and current liabilities of \$2,405,707, compared with \$9,037,537 and \$2,152,068 respectively, at the end of 1950.

Publish Offset Book

"The Great Steamboat Race between the Natchez and the Robert E. Lee," an offset booklet of 48 pages with 14 illustrations, is the latest publishing Co. of Cincinnati in its series of offset books on inland waterways.

The booklet was produced by Young and Klein, Inc., Cincinnati lithographic printers. The booklet describes the famous race between the two river boats, which started from New Orleans on June 30, 1870, and ended at St. Louis on the following July 4, with the Robert E. Lee the winner.

Most of the illustrations are reproductions of old and rare photographs, a number of which have never before been published.

Benjamin F. Klein, president of both the publishing and printing firms, said the initial press run was 2.000 copies, but that further printings are anticipated, as has been the case with all other books previously published by the firms.

EVERYDAY HELP FOR YOU

The benefits you would derive from membership in the NAPL are many. Here are some of the items which would be mailed to you as soon as we receive your signed application:

- 1. A 36-page book entitled "A Study of a Simplified Method for Building Budgeted Hourly Cost Rates in a Lithographic Plant." This book supplies a comprehensive analysis of hourly cost rates for each department or cost center, and should be of inestimable value to you.
- 2. A "Management Cost Control Manual." This loose-leaf, leather-bound, ledger contains 308 pages of editorial comment plus cost forms, typical journal entries, and financial statements. It is one of the NAPL's most important achievements.
- 3. A booklet showing the "Wage Scales and Working Conditions" covering the lithographic industry. This booklet enables you to compare job classifications, wages, hours, vacations, overtime and shift rates, holidays, and welfare plans for 46 lithographic centers.
- 4. A list of Trade Customs adopted by the NAPL, and two folders on Trade Precedents. These trade customs will help you to maintain good relations with your customers and protect you against costly minunderstandings. The trade precedents give you Court Decisions on ownership of lithographic plates and negatives, and color variation from the author's original drawings.
- 5. Periodic confidential bulletins, mailed out almost every week. They contain timely information on such vital matters as costs, taxes, labor, equipment, and other elements which are essential to the lithographic industry. Many of these bulletins carry information not available from any other source.
- Complete reports mailed out periodically to keep you informed of prevailing labor conditions in lithographic plants throughout the country. What affects others in the form of hours, wages and plant conditions probably will affect your plant also.
- We set up budgeted hourly rates and complete cost systems for those members who request this service.
- 8. We receive all kinds of requests for information from our members every day. From our vast store of information we usually can provide our members with answers promptly. Many of our members say that these answers greatly outweigh the nominal cost of membership in our Association.

Why not avail yourself of these NAPL services? This "must" information can be obtained at a very reasonable cost.

For further information write to

Roberts & Porter Appoints

Edward F. Alicki (right) has been added to the sales force of the Boston office of Roberts & Porter, it has been announced by Harry Grandt, vice president and general sales manager.



A specialist in camera work and platemaking, Alicki attended New York Trade School, and in Boston, he has been associated with the Court Square Press and the Williamson Offset Co. He was in charge of both the camera and platemaking departments of the latter firm at the time of his appointment to the Roberts & Porter sales staff. He will travel in central and northern New England, Mr Grandt said.

Reports Volume Up

H. L. Ruggles Co., Chicago combination plant, broke all records in March for volume of business handled in any one month since the firm was founded 65 years ago. Most of the pressure on his facilities, reports Ken Ruggles, executive vice president, was on the offset department, which the company has been operating only since 1948. From the start, he said, the new equipment proved its worth as a business getter and, after establishing a reputation for high quality work, this department has become an important factor in the company's prosperity-Indications early in April were that another volume record would be made for that month and Mr. Ruggles was pondering the advisability of putting on a night shift.

New Minnesota Installations

Harrison & Smith Co., Minneapolis, and Brown & Bigelow, St. Paul, recently installed Harris-Seybold equipment. Harrison & Smith installed a Harris 17 x 22" offset press, while Brown and Bigelow installed a Seybold 40" cutter.

Establishes Plant in Cincinnati

G. M. Adams and Associates, Inc., has leased the two story and basement building at 415 Commercial Square, Cincinnati, containing 10,000 square feet of floor space, where it has installed facilities for negative and platemaking, offset printing and pamplet and edition binding. In business for 25 years, the firm formerly main-

tained an office in Cincinnati, and will continue its operations in Dayton and Cleveland, O., according to G. M. Adams, president. Other officers are Cliff Hemler and Herbert Nummo, vice presidents, and E. H. Vaughn, secretary-treasurer.

Joins Harris Chemical Sales

Thomas J. Dunne (right) has been appointed a spectal New York sales representative for Harris litho chemicals, A. Stuart Holford, sales manager of Harris-Seybold Company's Chemical Div. announced.



Working from Harris-Seybold's New York office at 380 Second Avenue, Mr. Dunne will demonstrate Harris platemaking chemicals, both deep etch and surface process, as well as pressroom chemicals. A native of Brooklyn, he is a graduate of New York University and the New York Trade School. He was previously assistant production manager for the Chromolith Corp., trade platemakers in New York, and was New York representative for Direct Reproduction Corp., manufacturers of plastic sheet and film.

Ohio Guild Plans Outing

The first annual stag picnic of the Cincinnati Printers Supply Men's Guild is scheduled for May 23 at the Twin Oaks Country Club in nearby Kentucky. Following a golf tournament during the afternoon, a charcoal-broiled steak dinner will be served, and the evening will be spent at cards. The picnic arrangements were completed at a luncheon meeting in Hotel Sheraton-Gibson on April 7.

Speller in Louisiana

Gustave Speller, Jr., of the Capitol Printing Co., Cincinnati, is now stationed with the photographic section of the Air Force at Barksdale Air Base, Shreveport, La.

Gray Direct Mail Lectures

James Gray, Inc., New York, is again, for the fifth year, sponsoring a series of lectures on the theme "The Creation and Production of Successful Direct Mail Advertising." First lecture in the 1952 series was to be given at the Belmont Plaza Hotel, on April 14th, with Edward N. Mayer, Jr., president of James Gray, as the speaker. Four other informal Monday evening lectures were to complete the series.

Litho Print Company Incorporates

Articles of incorporation were filed in New York State in March for Suburban Litho-Print Corp., printing, publishing, binding, engraving business. Directors named are Harry Delton, 133 Harding Ave., White Plains, N.Y.; Seymour Delton, 264 King St., Port Chester, N.Y.; and Jerome M. Taylor, 60 Wayne Ave., White Plains, N.Y.

Craftsmen Meet in N. Y.

The Second District Conference of the International Assn. of Printing House Craftsmen was to be held in New York at the Statler Hotel, May 16 and 17. Ed Sanna, Arco Manifolding Co., is general chairman.

Minn. Co. Now Has Eight Offsets

Lithocraft, Inc., Minneapolis, a subsidiary of Colwell Press, Inc., recently added new Harris 35 x 45' two-color offset press bringing its total of offset presses to eight. This is the third Harris to be added recently. L. to R. are Leo Smith, assistant George pressman; Geronsin, pressman Felton Colwell, pres pressman; ident of Colwell Carl Struck (kneeling), Harris-Seybold representative in the Twin Cities; and Harry Waldeland, plant superin-





Re-equips Over a Weekend

Printers' Finishing and Mfg. Co., Baltimore, recently re-equipped its entire folding department with all new folding machines, in the space of a single week-end, Abe M. Levie, head of the company, reports. On a Friday night, after working hours, an erection crew from Russell Ernest Baum, Inc., Philadelphia, went to work. All old folders in the plant were dismantled and moved out, and erection of six new Baum folders was undertaken. They were erected and in operation at the beginning of the working day on Monday. The folders were: two 30 x 46", two 25 x 38", a 22 x 28", and a 171/2 x 221/2".

Printers' Finishing and Mfg. Co. was formed in 1922, in a 20 x 30 ft. rented space at 406 W. Redwood St., Baltimore. Steady expansion followed, with die-cutting, gumming and varnishing being added to folding and binding services. In 1940 the company, now headed by Mr. and Mrs. Levie, purchased the building at 611 William St., where the firm now is located.

A son, Merrill, entered the business following his release from military service in 1946. A Washington plant, also equipped with Baum machinery, was opened in 1951. Merrill Levie is in charge of the plant there.

Rice Closing Up Division

Peter A. Rice, general sales manager of the Printing Machinery Div., Electric Boat Co., New York, was engaged during April in cleaning up many details in connection with the transfer of the offset press manufacturing and service operations to the Miller Printing Machinery Co. of Pittsburgh. Miller purchased the division as announced last month.

Following the termination of this work, Mr. Rice's plans are indefinite, as he has not yet decided to shift his residence to the Midwest with the EBCo press business. Since joining the EBCo company, at the inception of the Printing Machinery Division, he has served as service manager, salesman, district manager, and finally in his recent capacity as general sales



Announce Poster Winners

Winners of the annual McCandlish poster awards were announced last month by McCandlish Lithograph Corp. Philadelphia. The first award (above) is being inspected by the judges.
From left to right:
Walter J. Daily, Vice Walter J. Daily, Vice President Lewyt Corpor-ation, Mark B. Seelen, Vice President and Art Director, Outdoor Adver-Inc .: Thomas tising. Woodrow Wilson, Manager Outdoor Advertis ing, Esso Standard Oil ompany; James P. afield, Sales and Advertising Manager, Maxwell House Division, General Foods Corporation,

Norman B. Smith, Advertising Manager, Sunshine Biscuit, Inc. Robert P. Pettinato of Philadelphia

won first prize of \$1,000, (sketch pictured with judges). Right, upper and lower, are the sec-

ond and third prize winners. Nathan

manager. He has addressed many

commands attention Outdoor Advertising First word in sales!

> Berman, Philadelphia took second prize of \$250; and third prize of \$100 was won by George C. Platacz of Beaver

The awards are given annually for the best 24 sheet poster designs advertising a given subject or product.

Litho Clubs and other organizations during the last few years in various parts of the country, and also has served on lithographic quiz programs.

Bachman in Business 35 Years

Bachman Reproduction Service, 250 E. 43 St., New York, has been in business 35 years, Frank E. Bachman, president, recalled last month. A great deal of the company's work has been in the direct mail field, and a steady expansion of the offset facilities has marked the 35 year growth.

Besides Frank Bachman, other company officers are Alvin L. Bachman, vice president, and Charles M. Bachman, general manager.

Frank Bachman is widely known in professional boxing circles for his management of several world champion fighters.

Henderson on Cruise

Ralph Henderson, executive vice president of Kienle & Co., Brooklyn ink manufacturers, and Mrs. Henderson, planned to leave May 16 on the Grace Line freighter Santa Margarita for a cruise along the west coast of South America. They planned to be gone six weeks, visiting the Canal Zone, Colombia, Ecuador, Peru and Chile. Mr. Henderson has taken a freighter cruise every year for many years, to different parts of the world.

Gegenheimer Expands

William Gegenheimer Co., manufacturers of press accessory equipment, has announced an addition to the plant at 80 Roebling Street, Brooklyn. The added space is already in use with new offices and an expanded area for press re-building work.



, showing actual samples that demonstrate how important Onion Skin is as part of the printing picture.

Four grades; six colors; three finishes - cockle, glazed and unglazed. Available through 69 distributors . . . ask your Fox River merchant for samples. Fox River Paper Corp., Appleton, Wisconsin.







PLANT FORMS

Flynn Joins PIA: Kelly to N. Y.

Edmund J. Flynn, for the past five years on the staff of the National Labor Relations Board, has been appointed secretary and industrial relations director of the Union Employers Section of Printing Industry of America, Washington, it was announced by R. Mort Frayn, president of the section.

Mr. Flynn succeeds Matthew A. Kelly, who has been appointed secretary of the Printers League Section of the New York Employing Printers Association and director of industrial relations and personnel services of the New York Employing Printers Association, which is affiliated with Printing Industry of America, Mr. Kelly takes up his post in New York City on June 1.

Mr. Flynn is a native of New York City, and was graduated from Indiana University in 1940. He entered Harvard Law School, leaving at the end of two years to enlist in the Air Corps. He is now a member of the New York bar.

American Writing Elects

The American Writing Paper Corp. held its annual meeting last month at the main offices Holvoke. Mass. The entire board of directors was re-elected for the coming year: Thomas H. Blodgett, Peter Freedman, A. E. Payson, Lysle E. Pritchard, E. C. Reid and George E. Warren.

Following the annual meeting, the board held its organization meeting and made the following changes in the company's officer roster: E. C. Reid was elected president, and Peter Freedman was named vice chairman of the board. Re-elected for the coming business year were J. G. Mc-Naught, vice president, and C. L. Kirkpatrick, secretary and treasurer.

Platemakers Elect Dreyer

At the monthly meeting of the Lithographic Engravers and Platemakers Association, held April 9, John Dreyer, of John Dreyer & Co., Inc., was elected vice-president, it was announced by Julian Ross, executive secretary.

PSA Group Nominates Paschel

Herbert P. Paschel, New York graphic arts consultant, was nominated recently for chairman of the N. Y. Section, Technical Div., Photographic Society of America William J. Cannon, Photo Products Dept., the du Pont Co., was nominated for first vice chairman, and John V. Adams, Graflex, Inc., for second vice chairman. Don Bennett, Photo Dealer, was nominated for the treasurer's post. Norman C. Lipton is the present chairman. Election is scheduled for June 3, in an 8 p.m. meeting at Freedom House, 20 W. 40 St. John S. Odell, Radio Corp. of America, is to speak on "All Electronic Color Correction for the Graphic Arts", and another speaker is to be Dr. Cyril J. Staud, Eastman Kodak Co., on "A New Document Reproduction Process,'

Technicians from the graphic arts industries are invited by the group to attend this meeting.

William C. Herbert Dies

William C. Herbert, Sr., head of Herbert Products, Inc., Woodhaven, N. Y. died April 4. The company was a supplier for the graphic arts industries.

John G. Gould Moves

John G. Gould, New York importer and exporter of graphic arts supplies and equipment, moved April 28 to new quarters at 15 Park Row. Mr. Gould is export distributor for Ideal Roller & Mfg. Co., and for Printing Machinery Co. He imports the Soldans bronzing machine.

Massachusetts Man Dies

Emil L. Goeber, 86, of West Medford, Mass., a retired lithographer, died April 16. He was a graduate of Cooper Union in New York, and was with Forbes Lithograph Mfg. Co., Boston, for 40 years. He later was with Rust Craft Publishers, Boston, for five years.

New Harris Press Installed

Wolf-Detroit Envelope Co., Detroit, recently installed a Harris 21 x 28" offset press.



New Cutters at Consolidated

Two Lawson Electronic Spacer cutters are shown here in the recently completed plant of Consolidated Lithographing Corp., Carle Place, L. L, N. Y. The four men in the center group are, L. to R: L. M. Reiss, of the E. P. Lawson Co.; Emil Tenant, bindery foreman; Sidney Levine, Consolidated VP in charge of production; and Ralph Cole, president of Consolidated. The new plant contains about 220,000 square feet of space.

Forms Graphic Arts Workshop

An experimental graphic arts workshop has been established by Palm. Fechteler & Co., New York, decal manufacturers, for the purpose of providing reproductive facilities to those anxious to pursue specific research, it was announced in April by Alphonse Bihr, president.

The base of this operation will be the PF plant at Weehawken, N. J. which utilizes a considerable accumulation of all types of presses as well as platemaking equipment. The firm, oldest in the country in the reproduction of decalcomania, utilizes lithography, letterpress, silk-screen and gravure techniques. Along with the equipment, operating personnel with supervisory skills will be available.

It was pointed out by Mr. Bihr, that for the past decade the firm has been cooperating with many non-competitive organizations by providing its facilities for special reproductive assignments. "Since we do not utilize all of our storehouse of equipment constantly, he said," there is no conflict with our production of decals, which is the primary purpose of th's firm."

The Special Reproductive Division of Palm, Fechteler will be headed by Edward G. Mettler, vice-president in charge of production at the Weehawken plant in addition to his regular duties.

Other equipment will be assigned to the division as needed. The rates for the services of the division include labor but not supplies which vary with each job. Further information can be obtained upon inquiry to Mr. Edward Mettler at 85 Maple Street, Weehawken, N. J.

Appoints Two in N. Y.

Morgan Lithograph Corp., with plant and offices in Cleveland, recently appointed two new representatives in the New York area, J. Burt, sales manager, announced. The men are Gil Fach, who has been in the field of 24 sheet posters and transportation advertising, and George O. Burrow who has been in point-of-purchase and other phases of lithography.

Mazzocco Speaks

Dante V. Mazzocco, Eureka Photo Offset Engraving, and president of the Lithographic Engravers and Platemakers Assn., New York, addressed the Workshop School of Advertising and Editorial Art April 2. He discussed Color Platemaking Procedure from Original Art to Lithographic Plates".

50 Years With Godfrey



William P. Squibb, (above) president of the Godfrey Roller Co. Philadelphia in April completed 50 years of service with the company. Mr. Squibb joined the Godfrey company in April 1902 at the age of 19 and has served as salesman, sales manager, secretary, treasurer and for the past 19 years, has been president.

During these years the company has been built up from a local organization supplying printing rollers to the local trade to an organization which today is known nationally through its sale of rubber, composition, and vulcanized oil rollers. The firm also has played a major part in the distribution of the lithographic dampening products Aquatay and Dampahare.

tex and Dampabase.

Mr. Squibb is 59 years of age, has always resided in the City of Philadelphia and was graduated from Central High School of that city. He is a lifetime member of several printing and

Craitsmen's clubs
To coincide with Mr. Squibb's Fiftieth
Anniversary the Godfrey Roller Co. has
opened new offices located at 219-221
North Camac Street adjoining the Godlevy factory.

Eureka Shows New Product

Eureka Specialty Printing Co., Scranton. Pa., specialists in labels and seals, introduced a new "Prestostick" seal, at the National Premium Buyers Exposition in Chicago recently. Cut-out designs with holiday and seasonal subjects are lithographed in four colors on paper with a pressure adhesive backing, for application without moistening. C. K. Coty, general sales manager, pointed out that this new Eureka product was a prizewinner in the current Lithographers National Assn. competition.

Eureka's new branch plant which was expected to start operating in Danville, III., in April, will be used for production of poster stamps and fund raising seals, Mr. Coty said. The new plant will make possible improved distribution service to midwestern and southwestern customers, and later on, he said, it is expected that some manufacturing facilities for perforated gummed labels will be transferred to Danville.

The new one-story building, with a supsension-type roof has glass walls and modern equipment for gravure, letterpress and offset work. Jay Walter, formerly with R. R. Donnelley & Sons Co., Chicago, and later with a Wheaton, III. firm, will be the new plant manager, Mr. Coty said.

YLA Visits Riegel Mill

The Young Lithographers Assn. of New York was to close up its winter-spring season of meetings on May 14 with a visit to paper mills of Riegel Paper Co., Riegelsville, Pa. YLA members were to be guests of the paper company in an inspection tour to see the manufacture of various kinds of specialty papers. Kurt Heinrich, National Process Co., Clifton, N. I., is in charge of transportation arrangements, and the trip will be made in private cars. The mills are located near the Delaware River, about two hours from New York. The group is to meet at Riegels Ridge Country Club at 11:30 a.m.

At the YLA's April 9 meeting, Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, discussed cost finding and cost analysis. He stressed the importance of maintaining an orderly cost system as the only means of properly estimating lithographic jobs. The meeting was held in the New York Advertising Club.

No further meetings are scheduled by the YLA until fall.

Kenro Graphics Moves

Kenro Graphics Inc., recently moved to their new factory at 25 Commerce Street, Chatham, N. J. The company manufactures safe lights and Kenro cameras.

Federal Litho Adds Press

Federal Lithograph Co., Washington, D. C., recently installed a Harris 35 x 45" single-color offset press.

Litho Chem. Advances Mueller

Harry (Doc) Mueller, for the past 10 years a special representative for Litho Chemical & Supply Co., Lynbrook, N. Y., has just been appointed sales manager of the company. In his new capacity Mr. Mueller will spend most of his time in the field working with the company dealers who are located in every section of the country and in Canada.

Litho Chemical also announced the appointment of Roberts & Porter, Inc. as a distributor of its line of lithographic chemicals.

Roberts & Porter maintains sales and service organizations in Chicago, New York, Detroit, Boston, San Francisco, Cincinnati, Los Angeles, Baltimore and Kansas City.

Robert A. Topping Dies

Robert Armor Topping of the Liberty Printing and Lithographing Co., Pittsburgh, died recently at his home in Edgewood, Pa. He had been active in civic and religious organizations.

An LNA Winner



The winning piece in the counter merchandiser classification of the recent LNA Lithographic Awards Competition was this display designed and produced for Personal Products Corp by Ketterlinus Lithographic Mfg. Co., Philadelphia.



INTERCHEMICAL CORPORATION . PRINTING INK DIVISION . 67 WEST 44th ST., NEW YORK 36 . ADDRESS DEPT. A

CRAFTON GRAPHIC CO. WINS 15 AIGA PRIZES WITH IPI PRESS-TESTED BLACKS & COLORS



IPI TRI-METAL PLATES TOPS FOR HIGH QUALITY RUNS-LONG AND SHORT

IPI Tri-Metal Plates are best known for their remarkably long runs—of two and even three million uniform impressions. But long runs are not their sole advantage.

Short runs of highest quality are a "bonus" ieature of Tri-Metal Plates. They carry the finest detail possible in offset work. Impressions are uniformly clean and sharp throughout each run. Hairlines and pinpoint dots stand out as they never did before.

It will pay you to try IPI Tri-Metal Plates for both long and short runs. See your IPI salesman for details.

FREE BOOKLET TELLS ALL ABOUT INKS FOR LITHOGRAPHY & OTHER MAJOR PROCESSES

For a new understanding of lithographic inks and printing inks in general, be sure to read "Printing Inks of Today." Lithographers tell us it's interesting as well as informative, introduces them to inks for all major processes. The booklet covers the basic differences between various types of inks and briefly traces their development.

"Printing Inks of Today" is written with a minimum of technical terms. Thus it appeals to students and beginners as well as to the seasoned craftsman. Ask your IPI salesman for your free copy of "Printing Inks of Today" or write to IPI Headquarters at 67 West 44th Street, New York 36, N. Y.



IPI Customer Wins Greatest Number of Awards in National Competition

Prize winning lithography is nothing new to IPI offset ink users. But we're extra proud when an IPI customer takes top honors at a Printing for Commerce exhibit of American Institute of Graphic Arts. Here competition is keen, quality must be tops. This year Crafton Graphic Co. Inc., N. Y. won 16 awards (more than anyone else) in this national exhibit. And 15 of their 16 prize winners were litho'd with IPI "Press-tested" offset inks.

"Press-tested" offset inks.
Top-notch design and skilled
craftsmanship plus the finest
equipment, inks and litho supplies—this is the Crafton
Graphic formula for prize winning lithography. And like so
many other lithographers, they
choose IPI "Press-tested" offset inks to help them win high
awards year after year.

IPI Colors Are Stronger, Lithograph Clean & Sharp

Lithographers tell us that for extra snap, color strength and clean tints, there's nothing like IPI "Press-tested" offset colors and blacks. That's why leading offset houses choose them for all their quality work—why so many IPI customers take top awards at local and national competitions.

Meet Needs of Every Type of Offset Work

IPI "Press-tested" offset inks meet the needs of every type of offset lithography—give uniformly good results on all commonly used stocks. They are aged, stable inks that can be blended without livering.

It will pay you to try IPI "Press-tested" offset inks on your next job.

Advertisement



The New Offset Halftone Blacks

INTERCHEMICAL CORPORATION-PRINTING INK DIVISION-67 WEST FORTY-FOURTH STREET, NEW YORK 36, NEW YORK

Offset Scores Heavily in Southern Exhibit

Lithographers and operators of combined offset and letterpress plants carried away the majority of awards in the 13th Annual Exhibit of Southern Printing and Lithographing, held in connection with the 31st annual meeting of the Southern Graphic Arts Association at Hotel Farragut, Knoxville, Tenn., April 24, 25 and 26. Plants using offset exclusively or both offset and letterpress won either the first award of merit or honorable mention in 25 of the 34 classes of printed products entered in the exhibit.

After first awards had been made in each of the 34 classes, a selection was made for a grand award out of these. This went to Litho-Krome Co., Columbus, Ga., for a realistic litho color print. This was the first time this grand award has been made.

James H. Parke, president of the Democrat Printing and Lithographing Co., Little Rock, Ark., was elected president of the Southern Graphic Arts Assn., succeeding Harold N. Cornay, of the Press of H. N. Cornay, New Orleans, La. The 1953 meeting of the association will be held in New Orleans at a date to be set by the board of directors.

Following are the award winners and those receiving honorable mention in the printing exhibit?

1-Announcements & Invitations
Award of Merit-The Clegg Co., San

Antonio, Tex.

Honorable Mention—S. C. Toof & Co.,
Memphis, Tenn.

2-Annuals, High School

Award of Merit—The Paragon Press, Montgomery, Ala, Honorable Mention — The Paragon

Press, Montgomery, Ala.

3-Annuals, College

Jeward of Merit—Benson Printing Co., Nashville, Tenn.
Honorable Mention—Benson Printing Co., Nashville, Tenn.

4-Advertising, Direct Mail
Award of Merit-The Southern Press,

Louisville, Ky.

Honorable Mention — Brandau-Craig-Dickerson Co., Nashville, Tenn., and Western Lithograph Co., Wichita, Kansas.

5-Point of Sale Advertising

Award of Merit-Fetter Printing Co., Louisville, Ky. Honorable Mention-McDonald Printing Co., Tampa, Fla.

6—Travel Hotel and Resort Folders & Advertising

Award of Merit-Fine Arts Lithograph Co., Dallas, Texas.

Honorable Mention-Williams Printing Co., Nashville, Tenn.

-Sales Promotional Piece

Award of Merit—Gibbs-Inman Co., Louisville, Ky. Honorable Mention—Marshall & Bruce

Co., Nashville, Tenn., and Williams Printing Co., Nashville, Tenn.

8-Blotters

Award of Merit-Johson Printing Co., Louisville, Ky.

Honorable Mention — Western Lithograph Co., Wichita, Kan., and Western Lithograph Co., Wichita, Kan.

9—Booklets

Award of Merit — Maneke - Kinzie Printing Co., Tulsa, Okla. Honorable Mention — Western Litho-

Honorable Mention — Western Lithograph Co., Wichita, Kan., and Benson Printing Co., Nashville, Tenn.

10-Brochures

Award of Merit-Johnston Printing & Advertising Co., Dallas, Tex.

Honorable Mention—Democrat Printing & Litho. Co., Little Rock, Ark., and S. C. Toof & Co., Memphis, Tenn.

11-Cloth Bound Books

Award of Merit—Kingsport Press, Kingsport, Tenn. Honorable Mention—Kingsport Press, Kingsport, Tenn.

12—Periodicals

Award of Merit-The Rein Co., Houston, Texas

Honorable Mention-The Miami Post Publishing Co., Miami, Fla.

13—Broadsides

Award of Merit-Western Lithograph Co., Wichita, Kan.

Honorable Mention - Western Lithograph Co., Wichita, Kan.

14-Business Cards

Iward of Merit-The Geo. D. Barnard Co., St. Louis, Mo.

Honorable Mention—Lithographic Technical Foundation, New York City

15-Business Forms of All Kind & Records

Award of Merit — Maneke - Kinzie Printing Co., Tulsa, Okla. Honorable Mention — S. C. Toof & Co.,

Memphis, Tenn.

16—Catalogs
Award of Merit—Gibbs-Inman Co.,
Louisville, Ky., and Birmingham,
Publishing Co., Birmingham, Ala.

Honorable Mention—Press of H. N. Cornay, New Orleans, La., and The Paragon Press, Montgomery, Ala.

17-Checks & Certificates

Award of Merit-S. C. Toof & Co., Memphis, Tenn.

Honorable Mention-S. C. Toof & Co., Memphis, Tenn. 18-Display Cut-Outs, Etc.

Award of Merit-Brandau-Craig-Dickerson Co., Nashville, Tenn.

Honorable Mention — Brandau-Craig-Dickerson Co., Nashville, Tenn., and Brandau-Craig-Dickerson Co., Nashville, Tenn.

19—Folders, Inserts, Mailing Cards Award of Merit—Litho-Krome Co., Columbus, Ga.

Honorable Mention—S. C. Toof & Co., Memphis, Tenn., and Courier Journal Lithographing Co., Louisville, Ky.

20-House Organs
Award of Merit-Knox Litho Co.,

Knoxville, Tenn.

Honorable Mention—Williams Print-

Honorable Mention—Williams Printing Co., Nashville, Tenn., and Southern Press, Louisville, Kentucky 21—Labels (Can or Wrapper)

Award of Merit—"Pete" Keiger Printing Co., Winston-Salem, N. C. Honorable Mention—Fine Arts Litho.

Co., Dallas, Texas

22—Labels (Spot-Die Cut)

Award of Merit—Courier Journal

Lithographing Co., Louisville, Ky.

Honorable Mention—Courier Journal

Lithographing Co., Louisville, Ky.
23-Envelopes & Letterheads. Litho-

graphed
Award of Merit—Democrat Printing
& Litho. Co., Little Rock, Ark., and
Democrat Printing & Litho. Co.,
Little Rock, Ark.

Honorable Mention—S. C. Toof & Co., Memphis, Tenn., and Marshall & Bruce Co., Nashville, Tenn.

24-Envelopes & Letterheads, Steel Engraved

Award of Merit-S. C. Toof & Co., Memphis, Tenn.

Honorable Mention—John H. Harland Co., Atlanta, Ga., and S. C. Toof & Co., Memphis, Tenn.

25-Envelopes & Letterheads, Letterpress

Award of Merit—Zac Smith Co., Birmingham, Alabama Honorable Mention—Zac Smith Co., Birmingham, Alabama

26—Envelopes & Letterheads. Combination of Process

Award of Merit - The Clegg Co., San Antonio, Texas Honorable Mention-S. C. Toof & Co., Memphis, Tennessee

27—Menus and Programs
Award of Merit—Williams Printing
Co., Nashville, Tenn.

Honorable Mention-Litho-Krome Co., Columbus, Ga.

28—Originality of Design (Agency work excluded)

Award of Merit - Knox-Litho Co., Knoxville, Tenn.

Honorable Mention—Western Lithograph Co., Wichita, Kan. 29—Lithographed Pieces (Posters. Etc.)

3—Lithographed Pieces (Posters, Etc.)

Award of Merit — Litho-Krome Co.,

Columbus, Ga.

Honorable Mention—Litho-Krome Co.,

Columbus, Ga.

30-Color Process Printing (Lithographed

Award of Merit — Litho-Krome Co., Columbus, Ga. (Continued on Page 119)

OFFSET PRESSES

We add a New Line

We are pleased to announce

the purchase of Electric Boat Company's Printing Machinery Division where E.B.CO Offset Presses have been manufactured since 1946.

The Miller Company has been in the graphic arts field since 1903. It has manufactured automatic cylinder letterpresses since 1926 and has gained a predominant position in that field. It will continue to guard this position and to further the use of letterpress printing. However, the purchase of the E.B.CO Offset Press facilities will enable it to serve, through sales and service, those of its customers who are developing combination letterpress and offset plants.

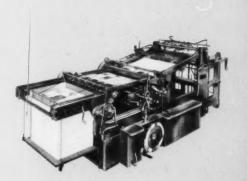
Miller Printing Machinery Co.

PITTSBURGH · PENNSYLVANIA

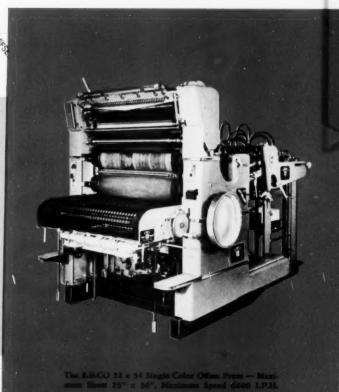


Sales, service and engineering

of Miller Letterpresses and E.B.CO Offset presses are now combined under one management. The present users of E.B.CO presses will be assured of the same type of prompt and efficient service that has been enjoyed by Miller press users over the years. The Miller Company will extend and develop the E.B.CO line of machines. Investigate the Miller and E.B.CO presses before you buy. Literature will be sent without obligation.



The Miller 27 x 41 SY Single Color Letterpress - Maximum Sheet 28" x 41", Maximum Speed 4250 I.P.H.



A few points on how to save <u>TIME and</u> MONEY on negative materials!



Write today for complete information and sample negative made with Transaloid; also details of special trial offer with money-back guarantee. The Haloid Company, 52-132 Haloid St., Rochester 3, N. Y.

TRANSALOID

TRANSPARENT NEGATIVE PAPER

Joins Show Printing

James L. McLoughlin, former sales promotion manager for Meyercord Co., Chicago, has been appointed assistant director of sales for Chicago Show Printing Co.

William F. Campbell, traffic manager of Chicago Show Printing Co., has been elected president of the Freight Traffic Institute Alumni Association, Chicago.

Joins Roberts & Porter

Charles Wilharm (right) has joined Roberts & Porter, Inc., as a sales representative in the Chicago area, according to an announcement by Hugh R Adams, Ir., R & P president. Mr. Wilharm



has been in the lithographic industry since 1944, Mr. Adams said, and has worked at platemaking, camera, and in pressroom procedures. He is a veteran of World War II, and lives in Midlothian, Ill., a Chicago suburb.

Photopress Adds 15th Press

Photopress, Inc., Chicago, installed their 15th Harris offset press in March. E. J. Chalifoux, secretary-treasurer, announced that the latest addition to facilities is a 42 x 58" 2-color model. Two months earlier Photopress also put in a new Harris 17 x 22" he said. Demand for lithography continues to mount, Mr. Chalifoux explained, and to supply the service it is becoming necessary to make continuous heavy investment in modern machinery and other equipment, he said.

Hold Platemaking Clinic

Developments in offset platemaking formed the subject of a panel session during the one-day 6th district conference of the International Craftsmen's Club, in Chicago, May 10. Dr. Paul Hartsuch of IPI's research department presented a demonstration and discussion of Tri-metal plates, while other phases of the subject were handled by Ben Stieb, plant superintendent, Arundell Litho Corp., Milwaukee; Paul Hansen, vice president, Chicago Litho Plate Graining Co., and Ray Bishop, foreman layout dept., Photopress, Inc., Chicago. Chairman of the session was Lester P. Rayner, vice president, Rayner Lithographic Co., Chicago.

Rubber plates and plastic plates were discussed by a trio of specialists in another educational clinic, while earlier Frank J. Bagamery, assistant general manager, The Franklin Association. Chicago, read a paper on "What Makes A Successful Executive?" A report was made on 6th district affairs by Fielding Utz, Milwaukee, representative of the district in the International Club and a report from the International was presented by Thomas P. Mahoney, of the Regensteiner Corp., Chicago, and third vice president of the International.

Announce Midwest Installations

Craftsman Line-Up Table Corp., Waltham, Mass., last month announced that various models of lineup and light tables had been installed by the following companies: The Mission Press, Techny, Ill.; Brookshore Co., Northbrook, Ill.; W. F. Hall Printing Co., Chicago; Badger Printing Co., Appleton, Wis.; Klopp Printing Co., Omaha; Sayers Printing Co., St. Louis; City of Detroit Printing Dept., Detroit; De-Saulniers & Co., Moline, Ill.; National Cash Register Co., Dayton; H. Dorsey Douglas, Oklahoma City; and American Greeting Publishers, Cleveland.

Shows Type Development

Lakeside Press galleries of R. R. Donnelley & Sons Co., Chicago, placed on view last month an exhibit, "The Roman Letter," which traces development of the modern alphabet. Experts from Donnelley's design department cooperated with James Hayes, noted calligrapher, in assembling the historical material, which will remain on display until May 18. A booklet "The Roman Letter" was issued in connection with the event.

Join GBW Inks

Gaetjens, Berger & Wirth, Inc., ink manufacturer, has announced that Emmett E. Flaherty and Arthur Murphy have joined the company. Mr. Flaherty became a sales and technical representative after some years with Kohl & Madden, and several Chicago printing houses. Arthur Murphy formerly was with Ideal Roller & Mfg. Co. Both these men will work out of the Chicago plant for the present, although GBW inks are also manufactured for the Eastern market at the plant in Brooklyn, New York.

Ideal Shifts Braid



Robert T. Braid (left), for seven years a representative of Ideal Roller & Mig. Co. in the Chicago area, has been assigned to the company's Detroit office at 6432 Cass Ave. E. B. Davis, vice president and

manager of sales, reported the change

Officers Shifted at Process

A. E. Harris who is president of Gugler Lithographic Co., Milwaukee, recently resigned as chairman of the board of Process Lithograph Co., Detroit, the latter company announced last month. He was succeeded as chairman of the Process Co. board by David A. Unger, formerly Process president. William J. Splittstoesser, formerly vice president, became president, and Clifford Baugh continues as secretary-treasurer.

Joins Mendes Corp.

Ray Pavlik, formerly sales representative of Remington Rand in the Chicago area, has been added to the sales force of the J. Curry Mendes Corp., manufacturer of binding and collating equipment.

Mr. Pavlik will travel in the middlewestern territory and will make his headquarters in the demonstration office of the company at 500 S. Clinton St., Chicago.

Outdoor Executive Dies

Burnett W. Robbins, 79 founder and chairman of the board of General Outdoor Advertising Co., Chicago, died April 10 in Presbyterian Hospital. He had retired as president a year ago and this post was taken over by his son, Burr L. Robbins. Other survivors are the widow, a sister and two grandchildren.



It's CRYSTAL-CLEAR
why Results are Uniform

After months of intensive basic research, we recently perfected a revolutionary new process of synthesizing our long-famous Premium Graph-O-Lith® developing compound. The effects have been startling—crystal-clear solutions as the powder dissolves, longer keeping qualities, improved development performance, and absolutely uniform results from successive cans. This is the finest photo-mechanical film and paper developer Hunt has ever produced. A trial two-gallon can of Premium Graph-O-Lith will be sent free on request.

A maximum contrast developer for process film and plates, thin-base strip films and photo-mechanical papers PHILIP A. HUNT COMPANY

Manufacturing Chemists

PALISADES PARK NEW IERSEY

CHICAGO ILL

BROOKLYN N. Y. PALISA TECAS LOS ANGELES CALIF



Sun Forms S. W. Division

Sun Chemical Corp., New York, has announced the formation of General Printing Ink Company - Southwest Division, with headquarters at 2506 Tillar Street, Fort Worth, Texas. This new unit will provide a complete service to the buyers of printing inks in Arkansas, Louisiana. Mississippi, Oklahoma, Texas and New Mexico. The new division is to handle accounts of Sun Divisions including: American Printing Ink Co., Chemical Color & Supply Co., Eagle Printing Ink Co., Fuchs & Lang Mfg. Co., E. J. Kelly Co., Geo. E. Morrill Co., and Sigmund Ullman Co.

The Southwest Division will be under management of Sid Rochelle.

Dallas Co. in New Bldg.

Hughes Litho Co. is now operating in its new one story brick building at 1223 Levee St., Dallas. The plant provides 3,200 square feet of space. Gordon M. Hughes, the owner, formerly was with a graphic arts equipment concern, and prior to that was with a lithographing and printing company in Tennessee.

Texas Firms Add Presses

Egan Company, Dallas, recently added a Harris 21 x 28" offset press, while Jarvis Company, same city, put in a Harris 17 x 22". In Fort Worth, Anchor Printing & Litho Co. installed a Harris 22 x 34" two-color offset press.

Northwest Shifts Men

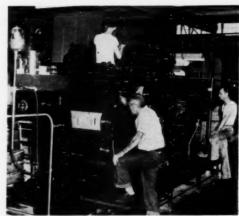
The Northwest Paper Co., Cloquet, Minn., has announced that Clarence P. Sheldon will locate in Chicago and, in addition to his other duties as assistant general sales manager, will be responsible for all the activities and procedures in the Chicago territory.

Other changes also were announced. Orlo F. Brower will move to Minneapolis as sales representative in the Twin Cities territory. James P. Tyrrell continues as district sales manager. Francis Worcester, Jr., who has been in the general sales office in Cloquet, is being transferred to St. Louis as a sales representative,

New Two-Color in Fort Worth

Stafford-Lowdon Co Fort Worth, recently installed this Harris Two-Color 35x45" offset press Stafford - Lowdon now operates eight Harris presses, including the new two-color. The firm produces advertis ing material, publications. forms and bank sta tionery in its Fort Worth plant. R. R. Lowdon, Sr. is pres ident. In the photo, pressman Willard Perkins (lower left)

watches the second-unit cylinders, while apprentice pressman Bill Brehm adjusts



the ink fountain. At right is Waitsel Phillips, feeder.

with James S. Tillman continuing as district sales manager of the St. Lo. is-Southwest territory.

Formula for Removing Creases

Creases and folds which have marred drawings, documents, letters, or other material which must be used for reproduction copy, can be remedied somewhat by application of a glycerine-alcohol solution, according to a bulletin of the Glycerine Information Service, 295 Madison Ave., New York 17. A solution consisting of 35 volume percent glycerine and 65 volume percent ethyl alcohol is given as an excellent means of removing all traces of such flaws on the original paper. The solution is applied by brush or glass rod directly to the paper at the point of flaw or fold. After it is blotted or dried, the paper will have regained its original overall uniform appearance, it was

Winkler Addresses PHC

J. Homer Winkler, president of International Craftsmen, and technical advisor of Battelle Memorial Institute, Columbus, recently addressed the members of the St. Louis Club of Printing House Craftsmen at their March meeting. Speaking on "Technical Research for the Printing Industries," he emphasized the need for continuing research and sharing

knowledge for the advancement of the entire industry.

Buy Gartner-Bender Stock

Sale of the common stock of Gartner & Bender Co., to Newton Glekel and Harold Drimmer of New York, has been announced by Robert J. Bender, president of the Chicago greeting card company.

Buys Milprint Building

U. S. Rubber Co. last month announced purchase of the plant at Stoughton, Wis. formerly owned and used by Milprint, Inc., Milwaukee printers, lithographers and package converters.

Wisc. Co. Adds Two-Color

Marathon Corp., Menasha, Wis., recently put in a Harris 35 x 45" two-color offset press. The company also added a Seybold 84" automatic spacer cutter.

St. Louis Co. Adds Press

Jefferson Printing Co., St. Louis, recently installed a two-color 36 x 50" Planeta offset press. This is part of an expansion program which included enlargement and air conditioning of the plant. The firm also installed a Hairliner register table.

Hall Brothers Adds Equipment

Hall Brothers, Kansas City, Mo., recently installed a 39x51 Craftsman line-up table.

Congratulations

on the occasion of their

SEVENTH ANNUAL CONVENTION

and their continued contributions

to the

PROGRESS OF LITHOGRAPHY

Best Wishes for Continued
Success to Litho Clubs
Everywhere.

LITHOGRAPHIC MATERIALS and DAMPNER CO.

Charles A. Perrone, President

Scratchproof Driers

Dampening Roller Service

Lithographic and Printing Inks

461 11th Avenue

New York 18, N. Y.

Wisconsin 7-2969

Sees Combination Increase

Combination letterpress and offset plants are increasing rapidly due to the flexibility offered in adapting two processes to the job, according to R. G. Marquardt, vice president in charge of sales of American Type Founders, Inc., who was the principal speaker at an Oregon Printing Industry banquet recently in Portland.

"While the letterpress method leads by a wide margin in total sales," Mr. Marquardt told the assembled printers. "in terms of dollar gain in sales offset is ahead. In percentage gain, gravure takes the lead, though sales dollar-wise are insignificant compared to the other two processes."

He declared that "all evidence points to an expanded market for commercial printers. Government printing orders are huge, civilian demand is increasing because of the necessity of moving huge inventories through advertising. Production capacity of the nation has increased so rapidly that more and more sales promotion will be necessary to prevent pipelines from jamming. Sales expansion will be felt in existing plants because very few new firms are entering the printing field due to plant cost and shortage of skilled help.

Printers were admonished to be better business men if they would survive in an era of high taxes and low profit margins, taking advantage of all management tools furnished them through their local, state and national associations.

"High in the casualty lists of the printers during the depression years were those who prided themselves on not having a sales force," Mr. Marquardt said. "The prime need in every business is to do a continually better job of intelligent creative selling. Selling requires advertising and good promotion."

Past presidents honored for their leadership efforts in advancing the welfare of the printing industry were: B. H. Miller, Kilham Stationery & Printing company; Millton E. Bell, Abbott, Kerns & Bell; A. T. Gerber, The Arcady Press; Orrin M. Down-

ey, Durham & Downey, Inc.; R. W. Hodgkinson, The Irwin-Hodson Company; Arthur Markewitz, Bushong & Company; Donald P. Abbott, Abbott, Kerns & Bell; E. J. Schlegel, retired; M. J. Sweeney, Sweeney, Krist & Dimm; Guy R. Downs, retired; M. R. Mann, Ivy Press; L. L. Hunter, Pacific Stationery & Printing Company; W. E. Kimsey, State Labor Commission; J. D. Abbott, retired; O. O. Rudig, retired; and Joseph A. Straub, retired.

Earliest president was M. J. Sweeney, having served in 1920.

Discusses Sales

Color is the cheapest thing you can put on paper, the Los Angeles Printing Sales Club was told at its March meeting by J. B. Sebrell, advertising executive, in a talk on "How to Double Your Printing Sales." He was introduced by Clifford Sexsmith of the H. S. Crocker Co., president of the club.

The speaker warned against too much fine print in a sales message, and discussed other factors of good design and layout, but went on to point out that the sense of the message itself must embody tried and true principles of sales psychology. Although every advertiser and advertising agency should know these things as second nature, many of them do not, Sebrell said.

"Printers and printing salesmen should know them, too, so that they can offer valuable suggestions to their customers," he pointed out.

Craftint Appoints Western Rep.

The Craftint Mfg. Co., Cleveland, Ohio, announced the appointment of Wilson G. Turner as direct factory representative for Craftint's line of artists' materials and drawing supplies in the eleven western states, according to Nelson R. Combs, general sales manager.

In addition to servicing distributors, jobbers and retailers for Craftint's Graphic Arts Division, Mr. Turner will also represent Craftint's Paint & Color Division.

Continues as EBCo. Agent

The Miller Printing Machinery Co. of Pittsburgh, announced last month following its purchase of the Printing Machinery Division of Electric Boat Company, that the William M. Kemp Co. 444 Market Street, San Francisco, is continuing to sell EBCo. offset presses in the Pacific Coast territory in collaboration with the Miller Company's established service and sales organization which is now directed by Mr. Frank G. Betlock from their Russ Building offices in San Francisco. The Pacific Coast territory covers the states of Arizona, California, Nevada, Oregon, Utah and Washington.

Portland Executive Dies

Mrs. Howard D. Kilham, manager of Kilham's Stationery & Printing Company for 22 years, died in Portland, Oregon March 21.

Active in the printing and lithography business almost up to the time of her death, she had managed the firm after her husband's death in November, 1929.

New Offset Tourist Brochure

A new brochure for the Department of Public Relations of the State of Colorado recenty was lithographed by Bradford-Robinson Printing Co., Denver. The 48 page booklet contains 37 full color pictures and outlines twelve auto trips throughout the state.

Sells S. F. Interest

J. F. Martin has sold his interest in the California Plate Graining Co., 562 Howard St., San Francisco, to M. B. Lane, who has been associated with the firm for some time. Mr. Martin is retiring from business for the present because of poor health.

Western Appoints Dixon

Elmer Dixon has been appointed advertising sales manager by Western Lithograph Co., Los Angeles, for Southern California south of Fresno, plus Arizona and Texas. Mr. Dixon has been with Western Litho for many years.



That good things come in cans is strikingly demonstrated by the confidence of American housewives who each year select more than 22 billion units from their grocers' shelves.

Sharing the responsibility for this tremendous volume are the colorful labels which supply both the impulse for original purchase and recognition for repeat sales.

You will find the crisp clean reproduction assured by Oxford quality papers often the difference between a label that "sells" and one that does not.

Your Oxford Merchant will be happy to help you select the right Oxford grade for your labels, pamphlets, recipe folders, wraps and other promotional material to help build your sales.





OXFORD MIAMI PAPER COMPANY
35 East Wacker Drive, Chicago 1, Ill.

Mills at Rumford, Maine, and West Carrollton, Ohio

Multi-Colors Gain in Calif.

Offset has made notable gains in California in recent years, a survey in that area revealed last month. Several important installations have been completed recently, further enlarging offset facilities.

These include four five-color sheetfed offset presses, one in Los Angeles and three in San Francisco, plus a four-color in Los Angeles and one in Stockton, and a three-color and three two-color presses in Los Angeles. Three of the reported five-color presses are Miehles, the other a Harris.

These installations—only a partial list of new equipment—help boost Southern California's lineup of presses of all types bought since the war to well over 400 printing units.

These and allied developments in the graphic arts were reported at the March meeting of the Los Angeles Club of Printing House Craftsmen on a program entitled "Progress in Lithography."

Charles A. Harwood, Western district manager of Miehle's offset division, discussed postwar equipment design. Albert Kuehn, Miehle's sales development engineer, discussed mechanical construction features of various types of presses.

After a short discussion of technical education by John C. Anderson, Photo-Litho Supply, co-chairman of the Los Angeles PIA Technical Forum, C. R. Endicott, Miehle's Los Angeles manager, reported on developments which are permitting expansion of the lithographic process into fields formerly held without dispute by letterpress.

These include development of enamel stocks and other papers suitable for offset, new inks which are more easily controlled, and other factors which permit higher speeds with no sacrifice of quality. Lithography, Mr. Endicott said, has earned a vital place in printing, and he predicted that it will continue to maintain its ratio of from 30 to 35 percent of the industry's production in the current era of steady expansion of both methods of reproduction.

Assisting Mr. Endicott in a round-

table discussion were Jim Willis, Pacific Coast manager of Harris-Seybold, and Orson Udall, Los Angeles ATF manager.

Now With Harris on Coast

Frank C. Cullinan (right) has joined the Pacific Distric sales staff of Harris - Seybold Co., according to a recent announcement by James G. Willis, Pacific district manager. Mr. Cullinan will make



his headquarters at Harris-Seybold's Los Angeles office, 3156 Wilshire Boulevard. His territory will include Southern Calilornia from Santa Barbara to the Mexican border, Arizona, New Mexico and El Paso, Texas. For five years before joining Harris-

For five years before joining Harris-Seybold, he was Midwest regional manager for Chemco Photo-products Co.. in charge of the territory from Denver to Detroit. He served as a lieutenant commander in the Navy during World War II, and previous to that had several years experience as a representative of the National Steel & Copper Plate Co. in Chicago and the surrounding area.

Oxford Advances Stupp

Oxford Paper Co., New York, has announced the advancement of Chester Stupp to manager of sales service, effective May 1, 1952.

Mr. Stupp, who has been associated with Oxford since 1933, has had an extensive paper-making background in the company's mills at both Rumford and West Carrollton. His experience in sales service has, in turn, brought him into close contact with operations in many of the country's leading pressrooms.

Mr. Stupp's advancement relieves Harold M. Annis, formerly manager of product development and sales service of the latter duties to permit Mr. Annis more latitude for concentration on product development problems.

Tenn. Firms Expand

Expansion of facilities of three firms in Tennessee was announced last month. Stoddards, Inc., Nashville, added a Harris 22 x 34" two-color offset press. Lithograph Printing Co., Memphis, put in a Harris 17 x 22"; S. C. Toof & Co., Memphis, added a Seybold drilling machine.

Warns on Lack of Records

The error of "false assumptions" and the need for accurate records were outlined by Paul C. Clovis president of 20th Century Press, Chicago, in his address as retiring president of the Graphic Arts Association of Illinois, during its recent annual meeting in Chicago.

"Only accurate cost and production records will reveal deficiencies in production, whether they be men or machines. . . . I sincerely believe that the overwhelming majority of the cutthroat prices that are being offered in our industry today are based upon a false assumption of the productivity of equipment today, due to the lack of actual production and cost records.

"If you are one of the fortunate few with an accurate cost finding system that reveals lower hour costs than the figures for our industry, you need not be concerned. But if you are one of those who merely believe that you are fortunate and do not keep the necessary records to justify your beliefs, I say to you, investigate.

"Mere possession of modern productive equipment does not guarantee good production or profits. It takes good management and skilled craftsmen to produce both.

"Many a good businessman has failed because he tried to meet the competition of a poor businessman. If you know your costs, you will know when to pass the hot potato to the fellow who does not. Check your costs; they are probably higher than you think they are. The warning signs are up. Now is the time to get our houses in order, next year may be too late."

GPI Opens Portland Office

General Printing Ink Co. Sun Chemical Corp., New York, has opened a new office and ink service station at 1226 S. E. Grand Ave., Portland, Oregon, according to an announcement just made by John F. Devine, Sun vice president. W. J. Egan, general manager of the GPI Pacific Coast Div. said that the new office would handle work formerly covered from Seattle or San Francisco. C. D. Richardson is district manager in Portland.



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Bernard Proko



Julian Ross

N. Y. Plate Grainers Assn. Elects

Bernard Proko of the Lithographic Plate Graining Co. of America, was elected president of the Lithographic Plate Grainers Assn., Inc., of New York at its annual meeting held in April. He succeeds Murray Fierman, Automatic Plate Graining Corp. in the office. Julian Ross, executive secretary of the association, reported other officers elected as follows: William E. Lawrence, Willy's Plate Graining Co., vice president: and Orrin Dimmick, Graphic Plate Graining Co., treasurer.

At the meeting, Mr. Ross summarized

the past year's activities, and emphasized the importance of an agreement reached by the association with Local I. Amalgamated Lithographers of America, under which the association this month is beginning to label each grained plate with a sticker combining its own seal and the ALA union label. The sticker identifies each plate as the product of union labor, and also indicates adherence to the standards established by the association, Mr. Ross said. Proceeds from the sale of stickers to members will be used for promotional

Baltimore Plant Wins Award

The new Lord Baltimore Press building received a first award for the design of the building, from the Baltimore Assn. of Commerce, April 29 at the Emerson Hotel Baltimore. Hugo Dalsheimer of the Lord Baltimore Press and Raphael Friedman of the Chicago firm of architects and engineers, Friedman, Alschuler & Sincere, were honored at that time.

Forty-two buildings were entered in this biennial architectural contest conducted by the Association of Commerce, and five judges considered the entries. Three other buildings were to be cited as winners from other categories.

The Lord Baltimore Press activities involve printing, lithographing, gravure, Fidelitone, labels and folding boxes.

Characteristics of the \$1,500,000 one-story structure are as follows: 170,000 square feet of floor space; all steel frame construction; cantilevered purlins and girders; precast tile roof with two inches of insu-

lation; face brick walls backed up with concrete block; completely air conditioned and humidity controlled; air conditioning equipment in the penthouse.

The small windows are relief windows; actually the building could be windowless. Ceiling and shipping docks are equipped with hydraulic loading lifts adjusting to the height of truck beds. The 40'x 50' bay spacing permits considerable flexibility in the placing and rearranging of heavy printing equipment.

Head of Tri-State Dies

O. C. F. Weissman, 49 president of the Tri-State Lithographers, Inc., Cincinnati, died April 23 in a Columbus hospital. He had been in ill health for several years.

He was for 24 years associated with the Korb Lithographing Co. in Cincinnati. He was vice president-general manager of that firm when he resigned to establish his own business in 1945. He was active in many civic and fraternal organi-

zations. Mr. Weissman was a veteran of World War I.

He is survived by his widow, a son, Orville C. F. Weissman, at home, who is associated with his father's business; his parents, Mr. and Mrs. Fred W. Weissman; a sister, Mrs. John Austin, and a brother, Frederick B. Weissman, all of the Cincinnati area.

Pope & Gray in New Plant

Pope & Gray, Inc., offset and printing ink manufacturer, now is located in a new modern plant in Clifton, N. J., near New York City. The move and expansion coincides with the company's observance of its 25th anniversary.

The plant, located at Industrial West, Allwood, Clifton, covers one acre on a four acre plot, it is a one-story building, containing offices, laboratory, ink department and varnish plant. The officers report that it has been their plan to make this plant an integrated unit which, while much larger in size than the company's former operation in New York, still remains under the personal supervision of the present management personnel.

The company makes a complete line of printing & lithographic inks, over-print varnish, gloss, and metallic inks. They have been active in the development of newer types of lithographic inks for both sheet fed and web presses.

Chester H. Pope, president and founder, has been active in the graphic arts field since starting as chemist with Forbes Lithograph Mfg. Co. in 1910. Vice president, William Gerard Tatlock has been with Pope & Gray, Inc. for 22 years. J. Howard Houston treasurer, came into the company after the death of O. Dwight Gray in 1945. He previously was general manager of Eagle Printing Ink Co., Div. of Sun Chemical Corp.

Check Printers Add Cutter

Deluxe Check Printers, New York, recently added a Lawson 39" cutter to their plant.



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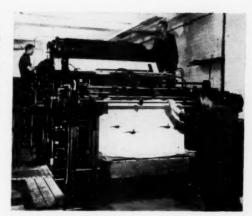
Boston Hears Offset Panel

The Boston Club of Printing House Craftsmen sponsored a "Share Your Knowledge Night" Monday evening, April 21, at the Hotel Gardner, Boston. The speakers, six of them, were limited to 10 minutes each. They were: Frank M. Galvin Frank M. Galvin Co., who spoke on "Presensitized Multilith Plates and New Patent Bases: Charles Wesley, of Eastern Engraving Co., whose topic was on "Step and Repeat Camera Color Control Room": John M. Power, Jr., of Printing Ink Div., Interchemical Corp., who spoke, and demonstrated, on the "Densitron Color Control Device": Earl Crawford of Crawford Engineering Co., Providence, R. I. on the subject, "Drawlock Cylinder for Rubber Plate Printing"; Joseph H. Ulrich, of Pitman Sales Company of New England, on "Aluminum Foil Lithographic Plates"; and Harold Lovgren, of the Spray Equipment Service Co., on the subject, "Low Pressure Liquid Non-Offset Spray System."

It was announced that the club will play host to the Screen Process Printing Assn., New England Di-

Baltimore Co. Adds Perfector

Latest installation at Universal Lithographers of Baltimore is this ATF-Mann offset perfector. Said to be the only standard sheet-fled offset perfecting press available in the United States, the press prints a sheet 38" x 53½", on both sides simultaneously. It is distributed solely by American Type Founders. Pictured with the new unit are Universal Lithoemployees (left to right) Alex White, Henry J. Miller and J. W. Soltesz.



vision, at its next regular monthly dinner-meeting, Monday, May 19, at the Hotel Gardner. It will be silk screen night, with hundreds of examples of this medium on display. Panel of speakers will be SPPA president Albert Basse, of Albert Basse Aassociates, Boston; Donald Knowles, of Knowles Silk Screen Printing Co., Boston; Gordon Buffett, of Gordon Buffett Co., Boston; and secretary, Dominick DePalma, of Dominick DePalma displays, Boston.

paved the way for supplying the means to allow our young people to obtain a well-balanced course of instruction in both the letterpress and offset branches of the printing trade.

"For over two years, Printing Industries of Philadelphia, through its officers and educational committee, have been trying to get lithographic equipment installed in our public school system.

"Last spring, a complete analysis of the whole problem was presented to the Board of Public Education by a committee representing the lithographic division of Printing Industries of Philadelphia, Inc.

"We were unable to secure budgetary allotments for the 1951-1952 school year but we were told to 'try again next year.' The project was presented again last fall and finally the Board of Public Education okayed our proposals.

"Every effort will be made to have the new lithographic department operating by the time school opens for the fall term of 1952. Much work still has to be done including the supplying of competent instructors for the new department.

"However, we know that this new training unit will be a big help to our local industry and will fill a long-neglected need for educational courses for public school students in the Philadelphia area who desire to learn offset lithography as well as an adult training facility for those already working in the industry."

Philadelphia School to Offer Offset in September

AT the recommendation of Printing Industries of Philadelphia, Inc., The Murrell-Dobbins Vocational-Technical School, in that city, will offer beginning in September, 1952, day and evening courses in lithographic camera work, platemaking and presswork.

Dr. Louis F. Hoyer, superintendent of schools of the city of Philadelphia, said the Board of Education had authorized the purchase of two 17 x 22 offset presses, a 14 x 17 process camera and complete offset platemaking equipment.

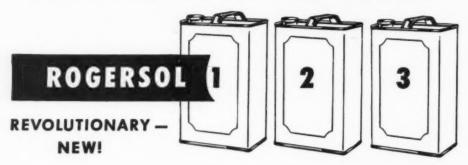
This additional equipment will be housed in its own lithographic department at the school and will add substantially to the existing printing facilities which include a large variety of letterpress equipment, as well as a complete Linotype Monotype and hand composition plant.

When told about the opening of the lithographic course, the first one of its kind ever offered by the public in Philadelphia, Thomas McCabe, public relations director, Printing Industries of Philadelphia said:

"We have argued long and hard for this installation and we wish to express our sincere thanks to Dr. Hoyer, the members of the Board of Public Education and Add B. Anderson, secretary and business manager of the board.

"These ladies and gentlemen approved our requests for these muchneeded additions to the vocational school printing courses and have

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No. 1 quickly loosens up dried ink pigment from pores and surface of rollers.

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IMMEDIATE DELIVERY

PSA Convention is Aug. 12-16

Five days of research papers, demonstrations, and discussions of many aspects of photography have been scheduled by the Technical Division of the Photographic Society of America for the society's New York convention at the Hotel New Yorker, August 12-16.

The first day of the convention, August 12, will be devoted to a symposium on photography in medicine and biology. A symposium on photography in engineering and science will occupy the following day. Open forum discussion will be part of both symposia.

Highlight of the Technical Division's program is planned to be a lecture- demonstration, "Creative Directions in Color Photography," on Friday evening, August 15, representing the results of long investigation by Ralph M. Evans of Eastman Kodak Company into the basic psychological principles involved in the creative act of making a photograph and the perceptual act of looking at the result.

All sessions will be at the Hotel New Yorker and will be open to the public for a registration fee of \$2 for one day or \$5 for the entire meeting.

Engraving Bureau Seeks Men

Technologists experienced in development work on inks and related products are being sought by the U. S. Bureau of Engraving and Printing, Washington 25, D. C. The Bureau, which produces currency and other valuable documents for the government, has facilities for research and development work.

Winifred Loring is placement officer, Office of Industrial Relations, at the Bureau.

N. Y. Guild Elects

The annual election of officers of the Printers Supply Salesmen's Guild of New York was scheduled to be held May 8 at the New York Advertising Club, Ted Broadston, Harris-Seybold Co., guild president, announced.

Carl Mellick, Miehle Printing Press & Mfg. Co., Chicago, president of the International Supply Salesmen's Guild, was to present the New York organization with a charter in the international group. William Walling was to install the new officers following the election.

Succeeds Holden at Oxford



Hugh J. Chisholm, president of the Oxford Paper Co., has announced the resignation of Harold H. Holden, as vice president in charge of sales, effective May first. Mr. Holden will become president and a director of Eastern Corporation, Bangor, Maine, paper manufac-

The sales organization of the Oxford Company will, after May 1, be under the direction of Andrew M. McBurney, formerly sales manager, who becomes general manager of sales, and Oliver S. Barrie, manager of sales of Oxford Miami Paper Co. (a wholly owned supsidiary) and western sales manager of Oxford Paper Co.

Mr. McBurney has been with Oxford in aales since 1935, where he has successively served as eastern sales manager and, more recently, as sales manager of Oxford. Mr. McBurney has been on loan to the Office of Price Stablization for the past few months and is now terminating his service as Chief of the Pulp. Paper and Paperboard Branch, Forest Products Division, of the OPS.

Mr. Barrie joined the Oxford sales organization, in its Chicago office, in 1939. For the past ten years he has been in charge of western sales operations of the company, responsible for the sale of products of both the Rumford and West Carrollton Mills in the west.

N. Y. Holds Status Quo

Although the labor contract in the New York metropolitan area expired April 30, the contract's provisions were being continued during the period of negotiation for a new contract, according to a bulletin issued April 30 by the Metropolitan Lithographers Assn. The same provision was made for continuing the union label agreement which also expired April 30.

Meanwhile negotiations were being carried on between the Metropolitan Assn. and Local 1, Amalgamated Lithographers of America. No union proposals had been announced early in May.

Phila. Outing May 26

The annual outing of the Printing Industries of Philadelphia is planned for May 26 at the Llarnerch Country Club. Joseph E. Hickey, Lithographic Service Co., is chairman of the entertainment and prize committee.

Crocker Issues Calendar

H. S. Crocker Co., Inc., with main offices in San Francisco, last month released a wall calendar covering the year from May to April. The calendar features a lithographed reproduction of the oil painting "New Jersey Coast" by Frederick Judd Waugh. The reproduction is 22½ x 16".

King Speaks at Bultimore

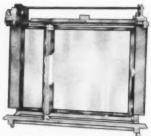
Howard N. King, typographer and designer, was to speak at the May 8 Iuncheon meeting of the Graphic Arts Assn. of Baltimore. His subject was to be "Planning and Layout."

S. F. Firm Gets Fotosetter

Shanley Typographers, San Francisco, last month placed in operation an Intertype Fotosetter, photo-type-setting machine. This is said to be the first Fotosetter to be in stalled in northern California.

Canadian Co. Adds Two-Color

Grand Lithe, Toronto, recently put in a two-color 42 x 56" Planeta offset press, It is said to be the first Planeta to be installed in Canada.



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LINE-UP & REGISTER TABLE

Aremarkable achievement that combines all the most wanted features in one truly outstanding table.



Hold Clinic in Buffalo

A photo offset clinic, highlighted the April meeting of the Buffalo Club of Printing House Craftsmen held recently at MacDoel's Restaurant, Buffalo, N. Y. James Bubar of Baker, Jones, Hausauer & Savage, Inc., served as moderator. Subjects and members of the panel were: copy preparation, Bernie Malinowski, Harold Warner Co.; platemaking, Bradley Ward, Bradley Ward Co.; presswork, Clarence Opitz, Ward-Burns, Inc., and production, Irv Pries, Wm. J. Keller, Inc.

The program started with a brief explanation of the basic principles of offset and a summary of its growth in Buffalo. Copy preparation and layout, complete with samples to illustrate the talk followed. The various phases of platemaking, with camera, stripping, various types of plates, and pressroom procedures and operations were explained fully. Production problems both in a conventional offset shop and a combination letterpress-offset house were also discussed. A practical demonstration on the processing of different types of offset plates was followed by a question and answer period.

List New Engl. Installations

Recent installations of equipment in New England were announced last month by the Craftsman Line-Up Table Corp., Waltham, Mass. They include various kinds of line-up and register tables in plants of the following companies: Acme Printing Co., Everett, Mass.; Bacon Printing Co., Derby, Conn.; Riverside Press, Cambridge, Mass.; and Recording & Statistical Corp., Boston.

Bonn Joins Hub Offset

The appointment of Irvin J. Bonn as head of the production control department at the Hub Offset Co., Boston, was announced in April by Herbert Borden, vice president. Mr. Bonn a printing engineering graduate of Carnegie Institute of Technology, was formerly in the production control and scheduling department of Spaulding-Moss Co., Boston. He also worked in the U. S. Army Map Service.

Offers Novel Sampler

A portfolio (right) of Eagle-A Coupon Bond, 100% rag, Extra No. 1 Grade paper samples has just been released by American Writing Paper Corp. to introduce to the trade through paper merchants a practical method of paper sampling. This new portfolio is actually a private filing envelope for valuable personal records, especially made by U. S. Envelope. It contains eighteen (18) different documents, im-

portant in the average man's life. They range from the $4V_2''$ x 7'' Certificate of Baptism to a Last Will and Testament. All weights of Coupon Bond. 16#, 20# and 24# in both glazed and cockle fininshes are used, and the entire collection is held in proper sequence by a



flat-head brass clip.

The portfolio also includes a separate glassine envelope containing samples of business letterheads with envelopes-to-match printed on Eagle-A Coupon Bond by letterpress, lithography, engraving and hot stamping.

Ease NPA Wire Restrictions

Printers and publishers may now apply the allotment symbol MRO or the rating DO-MRO to their delivery orders for certain types of wire products, the National Production Authority announced recently.

(Amendment to direction 1 to CMPR No. 5) Certain types of wire used in the printing and publishing industry have been classified by the NPA as "operating supplies," regardless of accounting practice of the user. The action was taken because some firms carried wire as operating supplies, while others did not, creating an inequity. At the same time NPA announced an amendment to CMP Reg. No. 5 which adds printing plates to Schedule 1 of the regulation.

Steel Strapping Freed

Use and inventory of metal strapping were removed from control recently when the National Production Authority revoked Order M-59. At the time there were ample supplies of steel strapping, NPA said. The material is still subject to inventory regulations under NPA Reg. 1.

New Lawson Cutter

Hein Litho Co., Floral Park, N.Y. recently installed a Lawson 39" cutter.

Canadian Firms Add Two-Colors

Two Canadian lithographing companies recently installed Harris two-color offset presses. Federated Press, Ltd., Montreal, added a 35 x 45" two-color, while Harris Litho Co., Toronto, put in a 42 x 58" two-color.

Ashton-Potter, Ltd. Toronto, recently installed a Harris 17 x 22" offset press.

Plan Conference in Ottawa

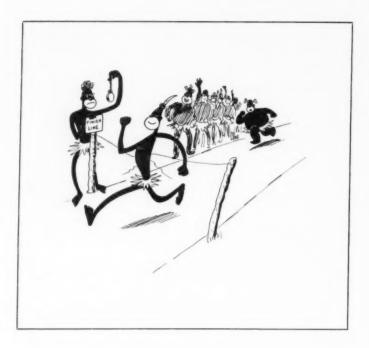
The annual conference of the third district Printing House Craftsmen is planned for May 16-17 at the Chateau Laurier, Ottawa, Canada. Arrangements are being made by the Ottawa Club of Printing House Craftsmen for a program of technical panels, forums and other events.

Toronto Firm Adds 4-Color

Mercury Advertising, Toronto, recently installed a four-color Milton web offset press. The company specializes in two-side, two-color printing for general advertising. A 42" Perfecto cutter also was added.

Jansen Named Assistant

Arthur L. Jansen has been named assistant to the vice-president in charge of sales of James Gray, Inc., New York printing and lithographing firm. The firm specializes in direct-mail.



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FIRM						
STREET						

New Design in Checkbooks

Shown here are various checkbooks and bank material in a newly designed line just issued by the National Shawmut Bank of Boston. Lithographed by the J. C. Hall Co., Pawtucket, R. I., the new books some in various panetel shades of blanks, and the covers are in color. On the "Coffee Shop" book the binding is of regular trade book quality.



Plans Advancing for Meeting

Plans are advancing for the 33rd annual convention of the International Assn. of Printing House Craftsmen to be held in the Jefferson Hotel, St. Louis, August 10-13.

G. Stuart Braznell of the Braznell Co., is general chairman of plans. Executive chairmen are Bernard Meyer, A. R. Fleming Printing Co., and Robert A. Heinrich, Shop Towel Service Co. Other heads of key committees include Raymond C. Kuhl, Kutterer-Jansen Printing Co., (educational); and Michael Imperial, Skinner & Kennedy Stationery Co. (entertainment). The slogan being used in convention promotion is "St. Louis and You in '52 for Craftsmanship."

Jersey Firm Expands

Merritt Lacey Corp. Bloomfield, N. J., last month announced that it had doubled its factory floor space. The company manufactures cameras, projectors, small plate equipment and art aids.

McMaster Heads TAGA

John McMaster, Graphic Arts Sales Div., Eastman Kodak Co., Rochester, N. Y., was elected president of the Technical Association of the Graphic Arts in its annual meeting held in the Carter Hotel, Cleveland, May 5-7. He succeeds Paul W. Dorst, graphic arts consultant of Cincinnati. Other officers are: Richard F. Shaffer, consultant, New York, first vice president; G. L. Erikson, The Braden Sutphin Ink Co., Cleveland, second vice president; and Dr. Paul J. Hartsuch, Printing Ink Div., Interchemical Corp., Chicago, who continues as secretary-treasurer.

Board members are Mr. Dorst, Robert E. Rossell, Engineer Research & Development Laboratory, Fort Belvoir, Va.; and Frank A. Myers, Copifyer Lithograph Corp., Cleveland.

Two hundred attended the three day meeting. Louis B. Seltzer, editor of the Cleveland Press, addressed the annual banquet.

Next year's meeting will be held in Washington, D. C. and place and dates will be announced later. (A more complete report of the Cleveland meeting will be published in June.)

USP&L Elects Kane VP

Raymond P. Kane was elected a vice president of United States Printing & Lithograph Co., at the annual organization meeting of the board of directors April 23, according to an announcement by company president William H. Walters. Mr. Kane is director of purchases at the company plant in Mineola, N. Y.

Other officers of the company were re-elected.

Cumming Joins Baronet

David M. Cumming, a member of the staff of the Graphic Arts Department of the Rochester Institute of Technology, Rochester, N. Y., is to join the Baronet Litho Co., Johnstown, N. Y., June 15. He will be plant manager.

The company recently added a Harris 22 x 34" offset press.

Western Litho Rep. Dies

Harry J. Schmauss, 62, representative in the San Joaquin Valley of Western Lithograph Co., Los Angeles, died April 29 following a heart attack. He was a former resident of Los Angeles.

Minn. Firms Add Presses

Four companies in Minneapolis recently installed Harris offset presses, the Harris-Seybold Co. announced early in May. Janny-Semple Hill Co., and Jensen Printing Co., added 21 x 28" presses; and 17 x 22"s were put in by Poucher Printing & Litho Co., and H. A. Rogers Co.

Adds Line-Up Table

Stark Printing Co., St. Louis, recently added a Craftsman 39 x 51" line-up table to its facilities.

2-Yr. General Litho Course

The fifth season of the two-year lithographic course now being offered by the New York Trade School, 312 East 67th St., will begin on Sept. 2, 1952. As implied in the term general, the object of the course is to provide close acquaintance with, and clear understanding of several trades in offset lithography. For further information call the New York Trade School.

Vari-Type Inventor Dies

Charles W. Norton, inventor responsible for the development of the Vari-typing printing process, died May 3 at his home in Middleboro, Mass. Mr. Norton was director of research and engineering at the Ralph C. Coxhead Corp., in Newark, manufacturers of the Vari-Typer.

Mr. Norton invented also a device making possible flush right and left margins, and another unit for differential spacing of letters.

He is survived by his wife, and two sons.

Books and other Aids ...

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens and John McKinvan

Twelve chapters with over 125 illustrations, two-threeand four-color lithography throughout. 8½ x 11", clothbound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9".

POSTPAID \$5.25

Color Chart for Dot Etching

This chart, composed of four sheets, is 22½ x 26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART-\$10

Photography and Platemaking for Photolithography

By I. II. Sayre
(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.
Widely Used as a Standard Textbook.

POSTPAID \$6.75

The Single Color Offset Press

By I. H. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

Sandard size, cloth bound book, 284 pages, Illustrated.
Widely used as a standard textbook.

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The Lithographers' Manual

A compendium of helpful information on the lithographic industry, equipment and processes. Compiled as a one-volume "library" of lithography. 9 x 12", cloth hardbound.

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Warns Phila. Group on Cost-Profit Squeeze

A RTHUR A. Wetzel, president of Printing Industry of America, told a luncheon meeting of Printing Industries of Philadelphia, Inc., April 23, that there is a great need among printers and lithographers to develop better relations with their employees to get greater productivity and to meet rising costs.

"How can we fight the profit squeeze?," he asked, in a talk which attracted the biggest number of guests and members at any of the recent PIP meetings.

"We are entering a period of dwindling profit returns which is getting to the dangerous stage," he warned. He said high costs and lower profits are caused by higher taxes, high labor costs and high material costs, and added that the problem of printers and lithographers are heightened by competition, customer resistance and the "timidity of management."

Mr. Wetzel, who is president of Wetzel Brothers, Milwaukee, counseled that the "avenues of escape" from this situation include a reduction of costs, increased production and better selling.

But first, he said, printers and lithographers need to give increasing attention to what their costs really are and to charge accordingly. "Too many printers and lithographers," he said, "lack the courage of their convictions to ask a fair price and make it stick. "We have all been talking about costs and work simplification but very little has been done about it.

"You don't necessarily have to worry about cut-throat competition. The law of economics will enventually take care of those who do business that way, but you should watch the printer and the successful lithographer who knows his costs and can still undersell you because he has good management and better productivity."

He warned that increased volume does not necessarily mean more profits and he counseled his listeners to find out what products are more profitable and to push sales in that direction.

Mr. Wetzel said the profit squeeze was on for all industry, but it is being felt more by printers and lithographers because the majority of them being small establishments do not have the reserves needed to meet emergencies of this kind.

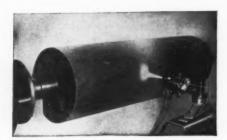
"We do not have sufficient reserves," he concluded, "to resist a long profit squeeze. So, we had better pay increasing attention to better personnel relations, cost studies and better management for higher productivity."

Adds 22 x 34

A 22 x 34" Harris offset press was installed recently in the plant of J. C. Hall Co., Pawtucket, R. I.



good as new and less expensive





Lithograph Press Cylinders Reconditioned By Specialists ...

TOR the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the increased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from 1/32" to 1/8" on the side.

THE journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

 $\mathcal{Q}_{\rm T}$ will require one (1) week of average time at our plant to recondition one cylinder, ranging from 14" to 18" in diameter. Two (2) weeks for two cylinders and approximately two and one-half (2½) weeks are required for three cylinders.

QLL cylinders received at our plant are inspected for size, condition of bearers and journals, and body run-out. Upon obtaining this data, we compare it with the customer's order or instructions. In case of discrepancy, we contact customer immediately submitting our recommendations and furnish exact costs for the work to be performed. This procedure has eliminated unnecessary work in some cases and in other cases, hidden defects have been brought to the customer's attention.

WE are equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control.

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Collison Joins Niagara

John O. Collison, formerly with the Rode & Brand Div., Stecher-Traung Lithograph Corp., New York, on April 21 joined the New York staff of Niagara Lithograph Co., where he is doing estimating, production and expediting work. He was with Rode & Brand 15 years, the latter two during the time it has been a division of Stecher-Traung. Niagara Lithograph's main office and plant are in Buffalo. Mr. Collison is treasurer of the Litho Club of New York.

Manor House Moves, Expands

Manor House Printing, New York offset and direct mail firm, moved to larger quarters last month at 210 Fulton St., which more than doubled its former space at 120 Liberty St. The additional space was needed to handle increasing volume of work, according to Richard J. Zamor, one of the company partners. The other partner is Louis P. Nadasky. Manor House was established about a year ago.

Color Matching Class

The fifth class in color matching for offset pressmen was to be opened April 17 in New York by Superior Printing Ink Co. Vincent Subenski of the company is in charge of the classes. This year's class will make a total of 140 who will have taken the course since it began several years ago.

Linotype Advances Reid

John W. Reid, treasurer of Mergenthaler Linotype Co. has been named a vice-president. He will continue to serve as treasurer, a post he has filled since 1949.

Mr. Reid joined Linotype in 1914, and has since progressed through various positions.

Greeting Card Assn. Moves

The National Association of Greeting Card Publishers recently announced that it had moved to suite 26, North Mezzanine, 30 Rockefeller Plaza, New York. The association formerly was located at 200 Fifth Avenue.

Robbed of Payroll

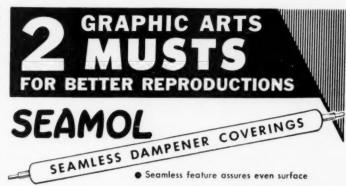
An employee of National Offset Co., New York, was held up and robbed on the street in mid-afternoon, April 18, as she was carrying the company payroll from a bank. The amount taken was \$1,443. The employee, Miss Beverly Wasserman, was forced into a hallway and slugged.

Mail Conference is Oct. 8-10

The 35th annual conference of the Direct Mail Advertising Assn. is to be held at the Shoreham Hotel, Washington, October 8-10. Anthony R. Gould, vice president and business manager of U. S. News and World Report, has been named program chairman, and James W. Austin is general chairman.

Printrade Moves

Printrade Machinery Corp., New York importers and exporters of graphic arts equipment, moved in April from ++1 Lexington Ave., to +1 East +2 St., New York. The company imports Marinoni offset presses made in France, and John H. Szel, president of Printrade is the export distributor for Miller Printing Machinery Co., including EBCo offset presses.



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- Breaks in new dampeners off press
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N. Y. Insurance Co. Reports

An outstanding period of company growth is shown by the 1951 report of New York Printers & Bookbinders Mutual Insurance Co. mailed this month to policyholders in New York, Connecticut and New Jersey. At the end of the period, total assets stood close to three million dollars, a figure which has since been fully realized, according to a company spokesman. Net gain during 1951 amounted to \$374.677.47.

The three-million figure now has also been reached in the total of dollars saved to policyholders since the founding of the mutual assurance enterprise in 1914. This milestone of total savings occurred on the entry of estimated reserve for dividends as of the end of February this year.

In his annual statement, Charles F. von Dreusche, president of the company, stated that dividends on all policies expiring in 1951 were maintained at the same rates as during recent years on workmen's compensation insurance, and on automobile liability and property damage coverage. These were in excess of \$250,000 for the year.

On disability insurance, made compulsory under New York state law July 1, 1950, dividends were earned and paid at a rate of 27½ percent after setting aside reserve for epidemics and adding to surplus. "Resulting net costs to policyholders," Mr. von Dreusche said, "were among the lowest in the field."

It was noted that "the effect of inflation on workmen's compensation was to increase medical and hospital costs, with certainly no abatement in the administrative authorities' liberal attitude toward claimants and the interpretation of the law; on automobile liability insurance it brought higher monetary demands by injured parties; and on automobile property damage, mounting costs in repair work. Regarding all these coverages, inflation made the public more claimminded."

"This year," Mr. von Dreusche reports, "our effort will be augmented by reports to the policyholders of final medical and compensation cost of each accident case which arises in his plant, and with this, a precise suggestion for checking causes of such accidents. From these reports it is hoped the employer may be able to minimize recurrences, thus reducing his insurance costs as well as eliminating curtailed production, disruption of organization, and the numerous other hidden costs.

Todd Advances Jackson

Appointment of Herbert G. Jack-

son, Chicago bank supply representative, as manager of bank supply sales promotion for the Todd Co., Rochester, N. Y., bank supply lithographers and manufacturers, was announced Apr. 26 by Gilbert J. Owen, vice-president in charge of sales. Mr. Jackson, who has been associated with the company as bank supply representative for the past 15 years, succeeds Harold E. Miller, newly-appointed advertising and sales promotion manager.



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LITHO CLUB NEWS

To Tour New Ink Plant

Members of the Cincinnati Litho Club were to be guests of the Hilton-Hawley Ink Co. in its new plant on Galbraith Road on May 13. Following a cocktail hour and dinner, the members were to be taken on a conducted tour of the plant.

At the club's dinner meeting on April 8 in Hotel Alms, which was

NALC Convention, May 16-17

Complete advance plans for the annual convention of the National Assn. of Litho Clubs appear on Page 38. The convention will be held at the Benjamin Franklin Hotel, Philadelphia, Friday and Saturday, May 16 and 17.

attended by about 50 members and guests, the speakers were David E. Baker and Harlan Vogel of the Cincinnati Gas and Electric Co., who discussed electric lighting and its various effects, illusions and distortions with respect to colors. The talks were illustrated with a number of actual color distortions produced by various types of lighting, and the very interesting discussions were followed with a lengthy question period, in which all present participated.

During the business session, President Russell Smith appointed the following nominating committees: White ticket, Jack Loos, Offset Plate Graining Co., chairman; James Ramsey, Rainbow Lithographing Co., and Frank Petersen, Nielsen Lithographing Co., and Blue ticket, Lou Weiss, Progress Lithographing Co., chairman; William Jones, Cincinnati Lithographing Co., Inc., and Clifford Schopper, Progress Lithographing

The election will be held as usual during the club's annual Ohio River boatride, which will be on the night of June 7 on the Johnson Party Boat. Members and their wives will be aboard, and this year for the first time, a representative of each of the local supply houses and his wife wills be guests of the club. Dancing and cards will be enjoyed during the evening, with a brief business session preceding the midnight supper.

Thomas J. Lacker of the Advance Decalcomania Co. was appointed chairman of the arrangements committee for the annual family basket picnic, which will be held on August 9 at Kopling's Grove.

President Smith also appointed Vice President Dick Fisher of the Cincinnati Lithographing Co., Inc., as an alternate delegate to the annual convention of the National Association of Litho Clubs in Philadelphia on May 16 and 17.

Mueller at Milwaukee

Paul Mueller, president of Mueller Color Plate Co., Milwaukee, was scheduled as the speaker at the April 22 meeting of the Litho Club in that city. Dinner was to be held at Moser's Cafe, and a visit to the Mueller plant was made following dinner. The plant is one of the most modern in the Midwest and is equipped to produce all types of plates for the lithographic trade.

The club also planned a regular May meeting.

Perry at Twin City

Ren R. Perry, general sales manager of Harris-Seybold Co., Cleveland, was to address the Twin City Litho Club at its April 24 meeting at the Covered Wagon. His talk was to be on "Getting Along With People," and was to be given in conjunction with a motion picture "The Inner Man Steps Out." A panel of answer men was to be on hand to answer questions from the floor on lithographic subjects.

Capello on Cruise

Anthony Capello, president of the National Assn. of Litho Clubs, last month was on a 15 day West Indies cruise, on the Mauretania. He is with Joseph Hoover & Sons Co., Philadelphia.

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Si 5720 Leith Walk Baltimore 12, Md.

BOSTON

Domenic Bonanno, Secy. 33 Newbern Ave. Medford, Mass

CHICAGO

James Ludford, Secy. 216 N. Clinton St. Chicago 6, III.

CINCINNATI

Haroid Knippenberg, Sety. 6035 Hamson Rd. Advance Decalcomania Co. Cincinnati

CLEVELAND

Henry Huefner, Jr. Photo Litho Plate Co. 113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

C. J. Vandermark, Secy. Vandermark Co. 133 Laurel St.

DALLAS

E. D. Malone, Secy. Southwest Printing Co. Dalas, Tex.

DAYTON

Norman J. Miller Federal Lithograph Co. 858 W. Fort St., Detroit 26

MILWAUKEE

Steven F. Karabensh, Secy. 2421 N. 45 St. Milwankee 10. Wis. Meets 4th Tuesday at the Miller Inn.

NEW YORK

Hammond Sullivan, Secy. 1065 Lorraine Ave. Union, N. J. Meets 4th Wednesday, Building Trade Club

OMAHA

Gladys L. Rohrs 404 Omaha Nati, Bank Bidg.

ONTARIO Robert Elgie. Secy. R. G. McLean Co., Ltd. Toronto, Ont.

PHILADELPHIA

Joseph Winterhurg, Secy. 622 Race Street, Philadelphia 6. Meets 4th Monday, Poor Richard Club

QUEBEC

Dave Riddell, president Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Bigger, Sec'y. Rochester Offset Plate Corp. 89 Allen St., Rochester.

ST. LOUIS

TWIN CITY

Raymond Benz, Secy. Hallenberg Press, Inc. 114 N. 7th St.

Harold Smith, Secy. Route 2 . Wayzata, Minn.

WASHINGTON

Fred J. Diegelmann, Secy. PO Box 952. Benj. Franklin Sta. Washington, D. C. Washington, D. C. Meets 4th Tuesday.

NAT'L ASS'N. OF LITHO CLUBS

Joseph Winterburg, Secy. 622 Race St., Philadelphia 6, Pa.

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During 1951, over 1,500,000 employed men and women joined the Payroll Savings Plan.

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MODERN LITHOGRAPHY









Cleveland Club Honors "Stone Age" Old Timers

ON April 3rd, the Cleveland Litho Club honored the "Old Timers" of the industry in Cleveland. These men were all actively engaged in the production of lithography back in the so called "Stone Age," around the turn of the century. There are a few of the "Old Timers" who are still actively engaged in the everyday production of modern offset lithography.

At the meeting it was explained that to be a lithographer in the "Stone Age" the greatest asset was patience and the willingness to work long hours with little or no pay to start. Many of these men worked from 6 months to a year for nothing as apprentices to learn the trade.

In the early days of lithography the apprentice boy was given a thorough training in the trade. He worked at everything there was to do in the shop. Then when he had finished the training he was a "lithographer," capable of handling any or all of the various arts.

It is true, that as they learned, these men also showed preference for one branch over another, such as stone presswork, tusche art work, hand transferring, stippling and crayon art, stone engraving, etc., but they still knew and were able to perform any job necessary in the plant.

It was said that a person can stand in admiration of the color work produced on the stone lithograph presses. When it is realized that some of these jobs, running in as many as 30 colors, all in perfect register and all hand drawn, (this was before the day of the photographic halftone dot) have not been equaled even by today's modern photo color processes and rotary offset presses, you feel the

Back to the Stone Age

At the Cleveland Old Timers and Stone Age meeting in April Top. L. to R.—Old Timers Otto Eilert, Albert Mierenfeld, Ray Page and Gus Hanke Standing, L. to R.—Jack McKough, Ray Page, Carl Wochele, W. J. Gorie, Sr., Anthony Kagar, Charles Miller, and Otto Eilert. Lower: Ed Schwarz-

man demonstrates the lost art of stone polishing. Frank LaRue pulls a hand transfer as Fred Kruse (left, rear) and Andy Bal-ka

(right, rear) watch. Mr. Kruse played the part of plant superintendent and Mr. Balika the apprentice boy in the club's lively skit.

greatness of these pioneers of modern lithography, an observer commented.

After a brief talk given by John Braun, on the beginning of lithography, and its history from the days of Senefelder to the latter part of the 19th century, the 86 members and 26 guests of the Cleveland Litho Club watched the unfolding of the highlight of the evening, "Lithography in the Stone Age," starring the "Wearum and Greaseum Litho Company." With Fred Kruse, president and owner of Photo Color Co., platemakers to the trade, acting as plant superintendent and program moderator, the plant started to work. Andy Balika, plant superintendent of Copyfyer Litho Corp, was the apprentice boy, getting into mischief, and doing all the hundred and one jobs that the apprentice had to do in those days, even to going for the beer



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Color Co. Fred Kruse-39 years. Served his ap-

prenticeship in Germany and spent a number of years in various Litho houses in this country. Now owner and president of Photo Color Co., Cleveland O.

John Braun-42 years. Started with the Monarch Lithograph Co. Cincinnati, in 1910, as fly boy. Worked around the

with the cans all hanging on the notched broom stick.

Ed Schwarzman gave a demonstration of stone polishing, which is today almost a lost art. It was necessary to clean off the old work with powdered carborundum, grinding one stone on top of the stone to be polished. On a 38" x 56" stone this took about 2 hours. Then it was washed off and polished down with a tam-o-shanter hone for about 1/2 hour and finished off with pumice powder and a pumice stone. This was all hand work, unlike the machine graining of the metal plates of today.

A demonstration of crayon art and stippling by Gus Hanke and Oscar Liebner was given. The finished art work was then rolled up and etched by Frank La Rue for hand transferring. Bill Stone of Coyifyer Corp., and past president of the Cleveland Litho Club was the tusche artist and Joe Klimko gave an exibition of stone engraving that is rarely seen today. Joe is now a pen artist with Reserve Lithograph Co. Ed Schwarzman and Frank La Rue were hand transferrers and showed what made them experts in

At the conclusion of this amusing but very enlightening skit it was quite evident how well it was received by the number of questions asked of the various methods of operation and procedures followed in the ealier days of lithography. It proved to be one of the most interesting meetings held by the club and gives promise of more greater events to come, the club promises.

Following is a list of some of the "Old Timers" who were present as guests of the Cleveland Litho Club.

Ed. Schwarzman-50 years a Lithographer. Started with the Cleveland Lithograph Co. as apprentice, now employed by Photo Color Co. a foreman of the transfer department. Albert Mierenfeld-49 years, Started

with the Henderson Litho Co. Cincinnati.

in 1903. Now employed with The Photo

country in a number of the larger plants of his day is now owner of Tri-Arts Litho Co.

Gus Hanke—42 years. Started as press fly boy at the old Otis Lithograph Co. in Cleveland and soon graduated to the art department when it was discovered he possessed more talent as an artist than as a pressman. Now employed as plant superintendent at the Continental Lithograph Co. Cleveland.

Andy Balika—26 years. Started with the Postergraph Co. Cleveland, O. as an apprentice boy and served his time through all the branches of the trade. Now plant superintendent, Copifyer Litho Corp. Past president of the Cleveland Litho Club.

William (Bill) Stone—32 years. Tusche atist, general superintendent and production manager of Copifyer Litho Corp. First president of Cleveland Litho Club.

Joe Klimko—38 years. Stone engraver. Started with the Edwards Co., Lithographers, Youngstown O. Later came to Cleveland when the company became known as the Edwards and Franklin Co. Lithographers. Now employed as pen artist with Reserve Lithograph Co. Cleveland O.

Frank La Rue—50 years. Hand transferrer. Now employed with Rex Litho Plate Co. Cleveland. Treasurer of the Cleveland Litho Club.

Herbert H. Johnson—30 years. Started with the Bankers Supply Co., Denver, Colorado, as pressman. Later with the Reserve Lithograph Co. and the A. S. Gilman Co. Inc. Now employed as plant superintendent with the Merrick Lithograph Co. Cleveland O. Past President of the Cleveland Litho Club.

W. J. Gorie Sr. 48 years. Transferrer. Started with the Forman, Basset, Hatch Co. Cleveland. In 1910 formed the Howard, Gorie, Webb, Co. and later helped form the Reliance Lithograph Co. in 1922 of which he was president. Retired in 1941 and went to Florida to live. Returned to Cleveland in 1950.

Otto Eilert—59 years. Stone pressman. Started with the W. J. Morgan Lithograph Co. as apprentice. Was with the Jack and Heintz Co. in the offset department and is now retired.

Charles Miller—39 years, Started with the Northern Banknote Co. Chicago, Ill. as transfer man and worked in all departments in business. Later worked as superintendent with Gartner and Bender, Chicago Ill., for 2 years. Started the American Color Process Co. in Cleveland in 1948 and is general superintendent of the plant.

Ray Page—44 years. Started with Morgan Lithograph Co. as apprentice pressman at \$3.00 a week for 54 hours. Worked his way up to pressroom superintendent, which position he held for 15 years, then, he took a leave of absence. On returning to Morgan he asked to continue as pressman and is still actively employed.

Arthur Pingree—60 years. Started in San Francisco in 1892 as an apprentice at the Asa H. Wangarman Co. which later became the California Lithograph Co. Specialized in all branches of lithography except art work. Formed the Pingree and Brangal Co. in San Francisco in 1994, specializing in label work. Was put out of business in March of 1906 by the great earthquake and fire. Started in again in the latter part of 1906 and sold out in 1911. Worked as lithographer around the country until 1924 at which time he became associated with the Fuchs and Lang Mfg. Co. At present is Cleveland branch manager of Fuchs and Lang.

Anthony Kager—85 years old, Has been a lithographer longer than he can remember. Came from Germany to work at Central Lithograph Co. Cleveland, as a stone pressman. When Central retired their last stone press he went to National Transparencies Co. Cleveland O. as stone pressman, from where he eventually retired. He was recognized as one of the best stone pressmen in the industry.

Phila.: For Dot's Sake

"For Dot's Sake" was the title of the talk at the April 28 meeting of the Litho Club of Philadelphia. The speaker was Norman A. Mack, of Norman A. Mack Associates, Chicago graphic arts consultants. He discussed various aspects of the new grain-



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less lithographic plates and their effects upon camera and art departments.

A lively discussion period followed Mr. Mack's discussion.

Joseph Winterburg and Walter Blattenberger, co-chairmen of the coming Philadelphia convention of the National Assn. of Litho Clubs, said that plans for this two-day event are now complete. It is scheduled for Friday and Saturday, May 16 and 17, at the Benjamin Franklin Hotel. Anthony Capello, NALC president, announced the convention and urged Philadelphia club members to attend.

Because of the convention, the club has not scheduled a regular meeting for May. The annual outing is planned for Saturday June 28 at Medford Lakes, N. J. Frank Ferrigno, National Advertising Mfg. Co., is general chairman.

The club's next regular monthly meeting will be in the fall.

George Speaks at Hartford

Dr. Anthony George, platemaking specialist with Sinclair & Valentine Co., New York, was scheduled to address the May 2 meeting of the Connecticut Valley Litho Club at the Bond Hotel, Hartford. He was to discuss lithographic research and developments. Dr. George, with S & V for 10 years, formerly was with the research laboratory of the Lithographic Foundation.

The club also announced the date for its annual outing, Saturday, August 23, at Turner Park, Long Meadow, Mass.

At the club's April 4 dinner meeting at the Bond Hotel, the speaker, Jack Groet of Eastman Kodak Company, Rochester, N. Y., told of several new developments being worked on by Eastman. New types of litho plates and new ways for producing color process in small quantities inexpensively were discussed.

Groet then introduced Donald J. Hudson, Eastman graphic arts technical representative, who showed slides on Eastman Kodak Company's plants throughout the U. S., and the world

Perry Speaks at Washington

Ren R. Perry, general sales manager of Harris-Seybold Co., Cleveland, was the speaker at the April 22 meeting of the Washington Litho Club. Mr. Perry discussed new developments in offset press inking systems, and illustrated his talk with projected slides.

Robert Niederhauser, director of sales promotion of Harris-Seybold, and Paul Schafer, Washington district manager, also were on hand.

A panel discussion on inking problems followed the talk. Panel members were Dave Fell, Bureau of Ships, Navy Dept.; John Luicanno, Haynes Lithograph Co.; Ted Parkman, Webb & Bocorselski; and Arthur Stolsworthy, Williams & Heints Co.

At the club's May 27 meeting, Werner Gerlach, superintendent of the Capitol Printing Ink Co, is to be the speaker. He has been in the ink business 18 years, and 13 years with Capitol. This will be the final

regular meeting until fall. Meetings are held at the Continental Hotel.

A ladies night is being planned for early summer, and a date is to be announced soon. Jerry Looney, Navy Hydrographic Office, is in charge of arrangements for the affair

New members announced are: C. N. Andrews, E. P. Lawson Co.; Kenneth J. Nolan, Harris-Seybold Co.; Marlin K. Tomfurd, Tomfurd Press; and W. Royce Beall, Litho Photo Services, Inc.

Baltimore in Color Session

A session of color process work and color correction was the feature of the April 21 meeting of the Litho Club of Baltimore, held at Hotel Stafford. The speaker was Len Starkey, of Edward Stern & Co., Philadelphia, and a member of the Litho Club of Philadelphia. He discussed many aspects of color production, and displayed numerous samples

of color work produced by the Stern company.

The club's May 19 meeting is scheduled as "Bill Garten Night," to honor William Garten, the club's first president. Mr. Garten retired recently from the Glassboro, N. J. plant of the Owens-Illinois Glass Co., after almost 45 years of service with that company and its predecessor firms.

Jerry Murnane of the Pittsburgh Plate Glass Co. formerly in Baltimore, is to return to serve as master of ceremonies at the meeting. Ed Parker, Parker Metal Decorating Co., the club's first secretary, is to tell of the early days of the club, and Lloyd Bowden is to tell incidents of the 35 years he worked in metal lithography with Mr. Garten. David Hostetter, who fills Mr. Garten's position since his retirement, also was to speak. A steak dinner was scheduled for the special occasion.

This is to be the last meeting of the club until fall.

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N. Y. Hears Hypnotist

Seventy members and guests of the Litho Club of New York at their meeting on April 23 at the Building Trades Club, 2 Park Ave, relaxed from the troubles of the industry and were entertained by hypnotist Del Monte.

On May 24th the annual spring outing of the club will be held at Schmid's Farm, Scarsdale, N. Y. Reservations may be made with George Thompson, chairman of the entertainment committee, Litho Chemical & Supply Co., Inc., 46 Harriet Place Lynbrook, N. Y. Tickets are \$9.00 each. This will be the last meeting until September.

Will Tour Roto Plant

Plans have been announced by the Ontario Litho Club to tour the ratogravure plant of the Toronto Star on May 21 as the feature of the May meeting. The evening is to include a meeting at the King Edward Hotel, and a dinner and business session, in addition to the plant visit.

At the Ontario club's April 16 meeting 17 members and guests met at the King Edward to hear Don Pyle discuss labor relations. Mr. Pyle, who is with Industrial Relations, Ltd., discussed management and employee relations and the current labor agreement in Canada.

Boston Hears Bruno

The regular monthly dinner-meeting of the Boston Litho Club was held in the Hotel Gardner, April 14, with Michael H. Bruno, Lithographic Technical Foundation research manager, speaking on "What's New in Litho Plates." A spirited 30-minute query-and-answer period followed.

Merrill N. Friend, of Spaulding-Moss Company, Boston, Club president, was in charge of the meeting, at which 85 were present.

Mr. Friend announced a contemplated journey to the Strathmore Paper Co. mill for some Saturday in May. The junket was to be an allday bus trip for total cost of \$3.00, providing 35 can make the trip.

Is Your Club News Missing?

If news of your Litho Club does not appear here every month, designate a club officer or member to mail reports immediately following every meeting. Tell what happened at the meeting, and plans for future

events as far in advance as possible. Send for our handy question form which you can fill in and mail to make the job easy.

Modern Lithography. 175 Fifth Ave.. New York 10, N. Y.

Reports should reach us by the 25th of each month.

Visit Columbus Bank Note

Members of the Ohio State University chapters of two national advertising professional organizations toured the Columbus Bank Note Co. April 24. Alpha Delta Sigma fraternity and Gamma Alpha Chi so rority were guests of the Columbus chapter of the National Industrial Advertisers Association in their visit to the company which is engaged in commercial lithography work.

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 Cover and Blanket
- ★ Wired and Ready to In-
- ★ 33" x 45" Frame
- ★ \$1750 F.O.B. Scranton, Pa. ★ Available in Other Sizes

New Engl. Group Hears Caffee

The Graphic Arts Institute of New England held a regular monthly dinner-meeting in the Hotel Somerset, Boston, April 23. Harry F. Howard, of The Plimpton Press, Norwood, Mass., G.A.I.N.E. president, presided at the meeting, with 48 participating.

Guest speaker was former PIA president, and president of the William G. Johnston Co., Pittsburgh, who spoke on "The Importance of Balanced Management." He discussed management policies and attitudes which are "paying off" for leading printers and lithographers.

Garvin Bawden, New England manager, Dexter Folder Company, is program chairman.

Roller Press Buys Portal

Roller Press, San Francisco, has announced the purchase of the Portal Press of the same city, Bruce Wale is owner of Roller Press, and inventor of Wale Floating Nozzles and Rotary Presses. Roller Press, started by Wale in 1932, is a successor to the Wale Printing Co. established by his father in 1900. It operates with highspeed Wale Rotary Presses, producing all work from rubber plates. Portal Press was founded in 1938 by Thomas F. Hislop, current president of the Pacific Society of Printing House Craftsmen, Mr. Hislop will remain active in direction of Portal Press which will continue to operate under that name.

Shellmar Expands

Shellmar Products Corp., Mt. Vernon, Ohio, which manufactures a line of cellophane, aluminum foil and other types of flexible packaging materials, has announced the incorporation of two new subsidiaries—Shellmar International Co. and Shellmar, Ltd.—to handle the growing volume of business of its foreign plants and affiliates in Mexico, Columbia, Brazil, Peru, Australia, South Africa, Canada and England.

The company also announced election of Warren E. Hill to its board of directors. He is executive

vice president and general manager of the flexible packaging division.

Plan Sales Conference

A professional Conference for Sales Executives is being planned by the Printing Industry of America committee on business controls. It is to be held at the Edgewater Beach Hotel, Chicago, June 23 and 24. The conference is to be conducted by the P1A general committee on sales management, of which F. C. R. Rau-

chenstein, Cavanagh Printing Co., St. Louis, is chairman. The sessions are to open Monday morning the 23rd and will close at noon the following day. The committee has invited sales executives of PIA members firms to attend.

WP&L Adds Machine

A Lawson Electronic Spacer cutting machine was installed recently at the Racine, Wis. plant of Western Printing & Lithographing Co.





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SOUTHERN EXHIBIT

(Continued from Page 79)

Honorable Mention-Litho-Krome Co., Columbus, Ga.

31—Color Process Printing (Letterpress)

Award of Merit — Florida Growers

Press, Tampa, Fla.

Honorable Mention-Press of H. N. Cornay, New Orleans, La.

32—Calendars

Award of Merit—Western Lithograph Co., Wichita, Kan. Honorable Mention—S. C. Toof & Co., Memphis, Tenn.

33-Printers Own Advertising

Award of Merit-Press of H. N. Cornay, New Orleans, La.

Honorable Mention—Democrat Printing & Litho. Co., Little Rock, Ark., and Western Lithograph Co., Wichita. Kan.

34-Annual Reports

Award of Merit-Western Lithograph Co., Wichita, Kan.

Honorable Mention — Western Lithograph Co., Wichita, Kan. GRAND PRIZE awarded to Litho-Krome

Company, Columbus, Georgia.

Jas. O. Adams Dies

James O. Adams, 67, executive secretary of the Printing Industry Association of Albany, N. Y., died April 26. He conducted a printing business in Sand Point, Ida. and later came to Albany in 1930 to head the PIA.

Portfolio on Letterheads

Lester Beall, designer in the graphic arts field, has prepared a portfolio of original business letterheads to serve as a source of ideas in letterhead design. The portfolio is titled, "How to Design a Letterhead" and included are a number of concrete suggestions, by the designer, on this subject.

Presenting a functional view of letterhead design, Mr. Beall says that first decision to make is what information must appear, and second, what kind of impression the stationery should make. Of the ten letterheads in the portfolio, two are three-color, two are two-color and four are in one-color. Only one of these is black, an engraved one for a firm of attorneys. In the case of one of the two color letterheads, a third color is obtained by overprinting one color on the other.

One of the three-color letterheads is the 100th anniversary stationery for the Parsons Paper Company, Holyoke, Mass., which issued the portfolio.

Craftsmen Hold Conference

The 17th Annual Spring Conference of the First District Clubs of Printing House Craftsmen was held at the Hotel Sheraton, Worcester, Mass., Saturday, April 26, and at Old Sturbridge Village, Mass., Sunday, April 27.

The two-day meeting comprised registration, First District officers' meeting, and a clinic following lunch, of three guest speakers, on Saturday.

Theme of the program was "More Production Through Personnel."

James T. McGowan, manager, Carter, Rice and Co., Providence, R. I., was re-elected First District Representative during the A. M. officers' meeting.

Host to the conference was the Worcester County Club of Printing House Craftsmen. Participating clubs were those in Boston, Connecticut Valley, Hartford, New Haven, Providence, and Worcester County.

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SUPPLIES, SERVICES, BULLETING

New Temperature Unit

A unit for controlling water temperature automatically for photographic processing was announced last month by Franklin M. Morgan, Inc., 303 West 42 St., New York 36, N. Y. The equipment is applicable to systems requiring the recirculation of water, as well as to those systems which operate on the flowing water bath principle, the Morgan company said. Information and specifications are available,

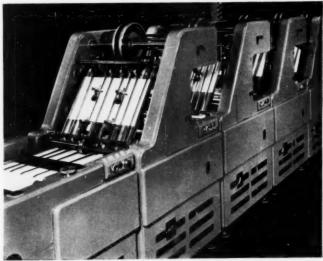
New Offset Plate Offered

A new paper-foil lithographic plate, and a companion letterpress-impression method of platemaking, is announced this month by Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. Called the "Lamitallic Direct-Image Offset Plate" is a made of water-resistant tag paper with a lamination of aluminum foil.

The plate is grained with a dry sand-blast and cleaned with an air blast. Counter-etching usually is unnecessary. The image is placed on the plate through the use of a letterpress form, of type, line work or halftones. A proof of the form is pulled on the plate with an inked impression sufficient to indent the relief printing elements into the foil surface to a depth of about .004." The foil lamination is .003" thick. The image also may be impressed by typing through an inked ribbon, or by other stamping means. Halftones up to 110 line screen can be reproduced.

When the ink has set to proper tackiness the plate is coated with a gum arabic-acid solution. After this, the ink is washed out of the image areas with a suitable solvent. The plate next is placed under a smooth pressure roller, with a protecting sheet of paper over the grained surface, and the depressed image is "repositioned" at a proper printing plane in relation to the grained surface. The result is similar to a deep etch plate, the maker claims.

The announcement did not state the size range of the plates. Further information is available from Standard Rate & Data Service.



Introduces 17x22" Sheet Collator

Harris-Seybold Company is introducing its new 17" x 22" sheet collator at special demonstrations in its Chicago offices during the week of May 12 and its New York offices the week of May 25. The new Seybold collator is of unit construction, allowing multiple feeding stations to be connected in line. Rotary vacuum wheels for each station provide "extremely reliable pick-up and feeding of sheets." The machine will gather at speeds up to 6,000 complete sets per hour, the company says. Attachments are available to strip-paste in the direction of travel or spot-glue across the sheet.

The wide variety of stock that has been successfully handled ranges from 8-pound manifold to light boards and bristols, including selected grades of carbon paper, both singly and attached to printed work, it is claimed.

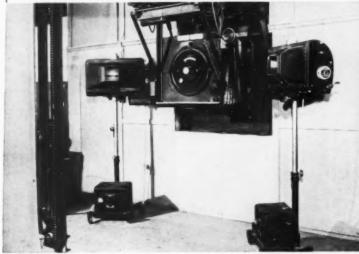
The delivery will collect a pre-selected number of sets and move them forward to the operator for take-off, while another group of sets is being collected. Sets can be gathered in groups of 10, 25 or 50. A sequencestarting arrangement provides for full sets to be delivered automatically when the machine begins operation. Preselection of set quantity, sequence-starting, and the take-off are designed for fast, accurate collating, especially suitable for handling numbered forms and other critical work.

Detection devices like those on press leeders, mounted on each feeding station, stop the machine in case of a miss or double. A light then goes on at the station where the mis-feed occurred.

Harris-Seybold emphasizes that its new Seybold-made-and-serviced collator is a high-production, precision machine for large gathering operations. "This is not a machine for office use or occasional standby use in small binderies," the company says. It will be "a tremendous money-saver" to form printers and callendar houses, the announcement stated. A seven-station model is capable of gathering and pasting 10,000 four-page forms in only two hours, including setup time and load changes, it was said.

"For proper lighting and true reproduction, National Carbons are tops."

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COMMERCIAL PHOTOGRAPHY

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ROTOGRAVURE

in the right direction . . . ALL copy preparation and plates from

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Offers Small Plate Machine



The Tru-Copy-Phote Dual Model, just announced, makes photo copies up to size 18" x 24" of anything typed, printed, written or drawn, etc. in 3 to 5 seconds exposure, and also makes offset plates up to size 11" x 17", in approximately 10 minutes. For platemating, film negatives or a paper negative can be used. The machine comes equipped with cold lights. Additional features include, unbreakable glass top, removable filter, two timers (one for making plates), high compression cover, and a lock handle. Further details are available from the manufacturer, General Photo Products Co., Inc., Chatham, N. J.

Brochure on Mann Presses

A brochure, "Offset Unlimited," offset in full color, illustrating and giving details and specifications of ATF-Mann offset presses, has just been issued by American Type Founders, 200 Elmora Ave., Elizabeth B, N.J. The brochure is 11 x 812" with cast-coated covers offset in six colors. Inside pages are on offset stock. Features connected with the presses include nationwide service, "floating impression," sustained register, "superior" inking system, built-in washup device, hydrostatic water level control, plate pre-clamping, helical gears, stream feeder, and others. Single-color, two-color and perfector models are shown.

Gives Details of Silk Screen

Details of "how to do it" are outlined and fully illustrated with line drawings in the booklet "Silk Screen Printing" just issued by McKnight & McKnight Publishing Co., Bloomington, Ill. The paper covered booklet, 7\frac{1}{2}4 \times 10\frac{1}{2}4", 56 pages and covers, was written by James Eisenberg of Philadelphia.

The table of contents indicates the material covered, and this includes silk screen printing in general; how to build an inexpensive screen unit; the squeegee, drying racks, colors, paper stencil method, tusche and glue method, reverse color printing using show card mixture, indirect photographic method using gelatine transfer film, the lacquer film stencil method, art work and lettering, and how to make a poster head.

The booklet is priced at \$1.25.

Acetate-Fluorescent Combined

A combination of metallic acetate sheeting and daylight fluorescent ink is now being produced by the screen process method of reproduction, according to an announcement of Coating Products, 136 West 21 St., New York 10, N. Y. The acetate has a metal-like reflecting finish, and a sample die-cut piece was distributed by Coating Products with the announcement.



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New Exposure Control

A new automatic exposure control unit, called the Exco Model 144, has been announced by the Green Equipment Co., 4120 Grove Street, Oakland 9, Calif.

Features claimed for the un't are simplicity of operation, uniformity of exposures regardless of fluctuations in light reaching the copy board or printing frame, automatic operation, low first cost and minimum upkeep.

The standard Exco Model 124 may be pre-set for any exposure from 0 to 400 seconds of normal light: when the pre-set exposure has been reached, the unit automatically shuts off the lights. The dial is calibrated in seconds of normal exposure. However, it measures and totals the amount of light rather than elapsed time. Fluctuations in light due to variations in line voltages, irregularburning carbons, etc., are automatically compensated for. A reset switch permits repeated exposures at the same setting without resetting the dial, and a multiplier switch provides double or quadruple the pre-set basic exposure. The single electronic tube operates only at the instant the preset amount of light has been accumulated, thus prolonging its service life almost indefinitely. The unit may be left turned on without deterioration or damage; power consumption is less than 2 watts.

A companion model, the Exco 124 RS, provides automatic solenoid shutter operation and remote control from a darkroom or other convenent location.

The company says that several of the units are in operation at Schmidt Lithograph Co., San Francisco. Literature is available.

First Harris 4-Color Letterpress

Completion of the first Harris fourcolor rotary letterpress was announced recently by Ren R. Perry, general sales manager for Harris-Seybold Company. The 45 x 65" machine was unveiled during a week-long series of demonstrations in the company's Cleveland plant.

The new four-color rotary is primarily a tandem arrangement of the

printing units of two Harris twocolor letterpress machines, more than 30 of which have been installed in major printing plants within the past four years.

The first T465, as the four-color is known, was built especially for high-quality printing on cardboard stock by the folding carton industry, the company said. With a few changes, the press also can be used for multi-color printing of magazines, catalogs, and other long-run, letter-

press material. Top speed is 6000 sheets per hour.

Carnegie Issues Brochure

Courses leading to a Bachelor of Science degree in printing are described in a brochure distributed last month by Carnegie Institute of Technology, Pittsburgh. The illustrated 12 x 9" brochure provides full information on the many graphic arts and printing management courses offered at Carnegie.



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Announce New Opaque

"Miracle Opaque," a new product said to eliminate "creeping and crawling" in work on negatives, has just been announced by General Plate Makers Supply Co., 522 S. Clinton St., Chicago 5, Ill. The manufacturer claims that the product covers in one stroke of the brush or pen, flows smoothly, dries rapidly, and leaves a thin, tough, opaque film. It will not peel, crack or check even when exposed to heat, the announcement states.

It is soluble in water, and can be cleaned off quickly. Miracle Opaque is offered in red or black, in two, four and eight ounce sizes. Samples and other information are available from the company.

Detergent for Dampeners

Lithographers in Chicago, St. Louis and elsewhere are beginning to find a new synthetic detergent manufactured by Armour & Co., and bearing the brand name "Energetic," useful for cleaning dampening rollers, according to S. M. Kurrie,

Armour's midwestern division sales manager. The new detergent was developed originally for the sanitary maintenance field and its application in lithography was the result of an accidental "hunch," he said. Visits to the Lithographic Technical Foundation's Chicago laboratories and the Chicago Lithographic Institute's press room at Glessner House established that the application had merit, he said, and since then the product has been formally introduced to the litho trade. Its most extensive use to date, Mr. Kurrie said, has been with the dampener roller cleaning machines, where 8 ounces added to 30 gallons of water will remove ink stains in 20 minutes, he claimed.

New Copy Devices

The Michel Lith Co., New York, N. Y. recently announced two copy preparation devices for use in reproducing office forms on office duplicating machines. The Paraliner Forms Ruler is a device for making parallel lines, diagonally, horizontally or vertically spaced from a thousandth of an inch to an inch or more. The Paraliner Line-up and Light Table is an all-steel frame table with the Paraliner ruler built into a glass board which lights up from the inside. The ruling measure is controlled by micrometer and the entire glass top will tilt and rotate completely on an axis and will lock at any angle. Descriptive literature on both may be obtained from the company, 145 W. 45 St., New York 36.

Markets Skid Covers

Central States Paper & Bag Co., St. Louis 15, Mo., is now marketing plastic skid covers for skids of paper, which are said to prevent waste between color runs by controlling the humidity. The covers are made of heavy, transparent plastic with a draw-string tie at the bottom. They completely cover the skid of paper and are pulled snug at the bottom. As the covers are highly moisture resistant, they keep the humidity constant, and keep out dust and dirt.



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MODERN LITHOGRAPHY

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To Market Ink Hardener

The Chem-Dry process for hardening inks, paints and varnishes, on paper and other surfaces, which was developed by The Mevercord Co., Chicago decal and lithographing firm. is to be marketed. Mevercord has appointed H. L. Barnebey, Box 144, Pittsburgh 30, Pa., as exclusive licensing agent. In the process, the coated or printed material is conveyed through a chamber where it is brought in contact with sulfur dichloride vapor which reacts with the drying oil in the coating to effect a hardened surface in a few seconds. The process is claimed to be simple in principle and operation. No heat or solvents are used. The equipment takes less space than that needed for conventional drying processes, the sponsors claim.

Offer Dampener Cover Material

A new outer covering material for lithographic dampener rollers has just been announced by Arthur J. Weichsel, Inc., lithographic machinist firm, 461 11th Ave., New York. The material, "Topkote," is a non-woven fabric containing long cotton fibers, calendared to a smooth lintless surface, and is .006" thick. It comes in rolls three or four inches wide, and is applied to a roller by winding in a spiral. Ends are held in place by patented cast metal holders, and sewing is eliminated.

The company reports that the covering has been tested on presses from 22" to 69". The maker says that the use of the covering reduces the number of times dampeners must be reset because of the uniform thickness of the material on each recovering.

The metal holders are available for all sizes of rollers, and the company is now distributing the covering material, Mr. Weichsel stated.

Graphic No. 2 Issued

The second issue of "Graphic", Harris-Seybold's external publication, was issued during April, and contains illustrated information of interest to lithographers. The story of gum arabic from the Sudan to U. S. litho shops is given. The gum, taken from acacia trees, is inspected and refined numerous times, the final stages being carried on in the Harris laboratories in Cleveland.

"Graphic" also contains an illustrated article on the precision perforating machines produced by the Harris company for the government for perforating postage stamps. The 1939 commemorative three cent stamp, issued on the 500th anniversary of printing, was the first com-

memorative stamp finished on the electric eye perforator. An actual specimen of the stamp, in a glassine envelope, is tipped onto the page.

New ATF Service

American Type Founders, Elizabeth, N. J. recently announced a new plan under which they will offer immediate service on sorts of 250 standard foundry type faces. Sort orders may be sent direct to the foundry by the customer.



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Concentrated at NORMAN-WILLETS you'll find stocks-on-hand of photo equipment and photo materials representative of the items used by the entire Graphic Arts Industry. Each item in our giant stock is selected for its technical usefulness and quality to assure you complete satisfaction.

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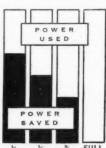
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MODERN LITHOGRAPHY, May, 1952

3-Step Wash-up on Market

Rogersol 1-2-3, a new press washup process developed by the Harry H. Rogers Co., of Chicago has just been announced. The new process enables lithographers to go from blue or black to a clear yellow after only a single three-step wash-up, it is claimed. These solvents are said to work on any press which has a washer blade.

Rogersol 1-2-3 is a three-stage process, involving the use of three solutions which must be applied to the rollers in order. The actual procedure is the same as for ordinary wash-ups, the chemicals being poured on the rollers while the press runs at idling speed. After only one complete wash-up with Rogersol 1-2-3, which can be completed in as little time as eight minutes, light colors may be run with complete safety from residue left on the rollers from previous runs, according to the claims.

In operation, the #1 chemical loosens the particles of ink pigments that stick in the pores of the rollers. The company explained that ordinarily it takes several washes with kerosene and gasoline to do this job.

These particles of pigment, after being loosened, are flushed from the surface of the rollers and blanket by the Rogersol #2 chemical, which also pulls out the gum arabic from the roller pores. Here again, only a very few minutes are required to do the job, it is claimed.

The Rogersol # 3 chemical, when applied, removes all traces of moisture that remain, and serves as a blanket wash. Many pressmen make use of Rogersol # 3 by itself, for the purpose of washing blankets, the Rogers Company reports. Feature of Rogersol 1-2-3 is that it keeps rubber rollers and blankets tacky, and restores life to old rollers, according to the announcement. Because of its thorough cleaning action, use of Rogersol 1-2-3 eliminates the necessity of having to remove rollers for cleaning." All three solutions are stable, and will stay in suspension; each one will mix with the others.

The Harry H. Rogers Co., manu-

facturers of a full line of chemicals and solvents for the graphic arts industry, have devoted years of research in the development of a washup the announcement stated.

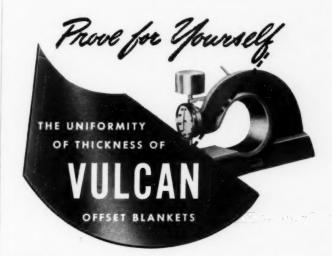
Further information, is available from the Harry H. Rogers Company, 5331 S. Cicero Avenue, Chicago 32, III

Booklet on Lens Cleaning

A six page booklet "Method to Clean Precision Optics" has been issued by Edmund Scientific Co., 101 E. Gloucester Pike, Barrington, N. J. It describes in detail the method in use at a government arsenal in the assembly of precision optical instruments. The booklet contains 12 illustrations and is priced at 25c.

H-S Handles Agitators

Harris-Seybold Co., Cleveland will distribute Baldwin and Ortleb ink agitators in conjunction with its expanding specialty sales program. Both types of agitators can be furnished for all sizes and makes of presses.



With this New Super-Sensitive Blanket Gauge

developed by Lithographic Technical Foundation and Manufactured by Federal Products Corp. The two absolute essentials in an offset blanket are a dense, smooth surface and complete and dependable uniformity of thickness.

The new gauge shown above is the most sensitive and accurate gauge of its kind ever made. Vulcan invites lithographers who have this gauge to TEST Vulcan Offset Blankets for uniformity. Make any comparisons desired with any other blankets whatever. Find out for yourself whether Vulcan's claim of absolute uniformity can be backed up with technical PROOF.



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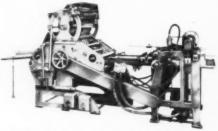
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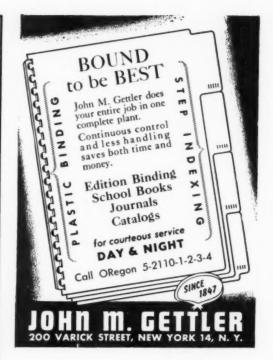
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Douglas, LaMotte, IBM V.P.'s

International Business Machines Corp., New York, recently announced the appointment of Edward M. Douglas as vice-president in charge of special administrative matters, and of Louis H. La Motte as vice-president in charge of sales.

Kedersha Elected V. Pres.

George Kedersha, sales representative for Gaetjens, Berger, & Wirth inks, was recently elected a vicepresident of the Newark Club of Printing House Craftsmen. He was formerly the district representative for Up-State New York Craftsmen's Clubs, and has spent most of his business career with GBW.

Heads Creative Department

Sanderson Brothers, North Abington, Mass., lithographers and printers, have appointed Charles A. Mahoney as director of their creative sales department. Mr. Mahoney has previously been associated with New England Telephone & Telegraph Co., Lowell Courier Citizen, and News-Week. In addition he has been special instructor at the Vesper George School of Art and the Butera School of Art.

Mrs. Walter J. Moore Dies

Mrs. Walter J. Moore, wife of the former president of the H. C. Miner Lithograph Co., died May 2, following a heart attack at her doctor's office. She is survived by her husband, two sons and a daughter.

Wetmore Appoints V. Pres.

Wetmore & Co., Houston, Texas, creative printers, announced recently the appointment of F. H. Balch as vice-president in charge of sales, and J. F. Loving, Jr., as vice-president in charge of manufacturing.

Cuneo Adds Press

Cuneo Press of New England, Cambridge, Mass., recently installed a Harris 52 x 76" single-color offset press.

ATF Realigns Sales Forces

American Type Founders, New York, have re-organized their sales group, according to a recent announcement by Douglas Murray, sales mgr., Webendorfer Division.

Howell Lee, formerly assistant to the sales manager, is now Eastern sales representative. Duties of the assistant to the sales manager are assumed by R. C. Marder. Andy Monroe has become sales representative for the Western division.

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This Company is the only firm of Roller Makers in the United States eligible to Membership in New York's famous One Hundred Year Club. For a century and a quarter the founder of this Company and his successors manufactured rollers in the lower section of Manhattan, each New York City factory being located within a stone's throw of our original location on William Street. Since those days bigger and better factories have been equipped in New York, to meet the everchanging demands of the Graphic Arts Industry. Also factories established in other large printing centers where time and freight were important items to the users of Rollers. Many new types of Rollers have been developed. Today we are the only Roller Makers selling and servicing every type roller used in the Graphic Arts Industry.

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- Exact quantity used not critical. Will improve the working qualities of ink even when accidentally used in excess.
- Crystal clear, 100% transparent.
- Low in cost. Its incorporation actually lowers the cost of litho inks.

We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

MIDWAY NON-SCRATCH DRYER can be purchased in following containers:

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Linweave Merchants Meet

The 32nd meeting of Linweave Merchants was held at the Waldorf-Astoria, New York, recently, with the largest registration ever reported for this annual gathering. Speakers at the merchandising session included Eldon V. Johnson, president of United States Envelope Co., Thomas H. Chambers, manager Linweave, Miss Lorain Fawcett, president, the Allcolor Co., New York, and Eliot L. Wight, advertising and sales promotion manager of U.S. Envelope. Miss Fawcett spoke on "The Importance of Color in Modern Merchandising," with special application to the sale of Linweave papers with envelopes matching in color. Linweave merchants elected J. H. Brewer of Somerville-Seybold Div., Henley Paper Co., Atlanta, as chairman of their advisory committee; P. T. Rhodes, Jr., Rhodes Paper Co., Philadelphia, chairman of the merchandising committee; and D. A. Durin, Millcraft Paper Co., Cleveland, as chairman of the advertising committee.

Changes in Dayton Staff

J. N. Griffith, sales department manager for the Standard Register Co., Dayton, Ohio, has announced three sales staff personnel changes. Kenneth K. Lawson has been named sales personnel director and will work with regional sales managers to assist them with manpower problems. Harry Marland, who recently came to Dayton from Miami, Fla., became register sales coordinator, while L. S. Griffing was named sales training director.

STAYING IN OFFSET

(Continued from Page 43)

tell the future, but if you know from experience that you are slow in July and August then something must be done. There is a lot of printing that can be done in July and August on which delivery is not needed until October, and yet it can be billed on a monthly basis. Your sales force must keep you in tune with the

- 4.-Look into your own organization.

 Are you training men to come up the ladder? It isn't every man in the shop who wants to become foreman, but if he has the knowhow and can teach others, then he may be more valuable in a foreman position than he is at the bench. Use the tools of the industry. Here again the Lithographic Technical Foundation is of great help. And, Mr. Plant Owner, please take that instruction manual out of your desk drawer and give it to your workmen.
- 5.-Keep an eye on modernization. Size up your equipment from your own production viewpoint and that of your competitor. You can hardly expect to compete with 1952 equipment if you bought yours in 1922. Modern, highspeed presses, improved camera and platemaking equipment all are essential to keep up with the growth of offset. Of course you can't buy all this equipment at once. You won't have to, if you modernize on a definite plan. Retire some equipment annually, you will be modernizing and at the same time you will be able to quote competitive estimates on your work.

These points of basic advice are not a patent medicine which you take twice daily and find that in a week your problems are over. But if you apply these rules of successful printers to your plant as a yardstick I am sure you too will stay on top.

ATF

(Continued from Page 46)

The offset press line was widened further in 1950 when ATF acquired exclusive rights in the U. S. for sales and service of the complete line of Mann offset presses made in Britain. These presses, now designated in the U. S. as ATF-Mann, are manufactured in a range of 14 models including sheet fed perfecting units, single-color and two-color presses, up to 63" in size. In April ATF issued a new brochure "Offset Unlimited—

From Presses with Floating Impression," giving details of the ATF-Mann line.

In 1948 the company entered the gravure field with the purchase of the Klingrose Machinery Co. of Brooklyn, manufacturers of gravure presses. Now operated as the Klingrose Gravure Division, this branch manuactures the ATF-Klingrose presses, and related equipment.

Related to its photo-mechanical line is the ATF-Hadego phototypesetting machine. This machine produces film positives or negatives of display type, or small amounts of smaller type, from hand set matrices which resemble plastic foundry type.

All of these diversified lines of equipment and supplies are brought together in the company's plant planning and layout service. Experienced men in the engineering department assist printers and lithographers in planning their plants, and placing their equipment, for maximum efficiency in production and flow of work.

In addition, ATF has maintained for over 35 years an educational department which provides authentic graphic arts information to the field of printing education.

ATF now has a sales and service organization with branch offices in 18 cities, and in addition, has distributors in the Rocky Mountain region and in Canada, The parent company, formerly called ATF, Inc., acquired several other businesses in fields other than the graphic arts, and recently the holding company's name was changed to Daystrom, Inc.

During World War II ATF, like other equipment manufacturers, devoted most of its energies to the production of war materiel. Currently a part of the ATF precision manufacturing facilities is devoted to the manufacture of 76 mm. guns for the new Gen. Walker Bulldog tank. The first of these was delivered to the army in April, 1951.

Thomas Roy Jones is president of Daystrom, Inc., and chairman of the board of American Type Founders. Edward G. Williams is president of ATF, and Robert F. Nelson is ex-

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ecutive vice president. Other company officials include R. G. Marquardt, vice president in charge of domestic sales; Frank Gerhart, advertising and sales promotion manager; E. A. Damon, assistant sales manager; Robert F. Ardey, assistant sales manager; and J. F. Webendorfer, vice president, experimental engineering.

DYED EMULSIONS

(Continued from Page 37)

limitations as far as holding size is concerned, however this can be almost completely overcome by limiting its size to 14"x17" on all close register work. This objection is gradually being eliminated by the film manufacturers. Considering the problem from all angles, the film positive seems to be the superior product, both in convenience and economical cost.

Since this work reaches such great proportions in our industry there should be a like demand for a product that would combine the advantages of bichromate emulsions and that of silver emulsions. Such a product would have the comparative speed and other advantages of film, and would also permit the use of a stronger working light.

In our studies and experience with color blind and orthochromatic film we have noted its low red sensitivity. Some operators have gone so far as to say that it is completely blind to red light. This is only partially true, as it is blind only to the proportion that it is sensitive to the other colors of the spectrum. If the emulsion receives a red exposure strong and long enough the film will receive a latent image strong enough to develop into a negative or positive with suitable density for printing albumin or deep etch press plates.

The following procedure was worked out to treat the commercial film, before it is used, so that it can be handled and exposed under safe light conditions which allow ample illumination for ease in working. The materials used are inexpensive and readily accessible in most litho plants today. The process can be carried out with ordinary skill and technical knowledge possessed by nearly any craftsman in the trade.

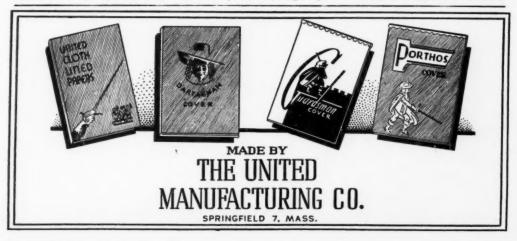
The first operation is carried out under dark room conditions. The film is immersed in a solution consisting of 150 c.c. Eastman Magenta dye, mixed with 8 oz. of 10 Bé gum arabic solution for 20 to 30 minutes. The only precaution is to avoid bubbles forming on the film when it is extracted from the dye solution. If more or larger sheets are to be treated at the same time, increase the proportions according to the operator's needs. The tray can be covered with a sheet of cardboard or masonite if other work is to be carried on at the same time. After removing the film from the dye solution, hang it up to

dry in a dark, dust-free area. The film is then ready for use. It is advisable to keep this film in a film box until it is ready for positioning on the step and repeat machine.

The safe light permissible for use at the step and repeat machine is two 50 watt amber bulbs not closer than six feet to the film. The light may be brought closer for short intervals in order to make the necessary setting on the scale, etc. The exposure given the film was ten seconds with a thirty-five ampere 50 volt arc lamp. That is 50 volts at the arc with 220 volts on the line. This is a total of 17,500 watt seconds at a distance of 30 inches.

It readily may be seen why a stronger working light is permissible under these conditions. After the exposures have been completed, return the film to the box and carry it to the dark room. Develop in exactly the same manner as with untreated film, except that more dark room light is permissible. After developing and fixing, the operator will notice the red dve is still on the film. This will entirely disappear in the washing process, and the film should not be removed for drying until all traces of this dye have been washed out.

This dyeing process will most likely cause operators to wonder why this film cannot be purchased through commercial channels. If there is sufficient demand, perhaps such a product will be offered in the future.



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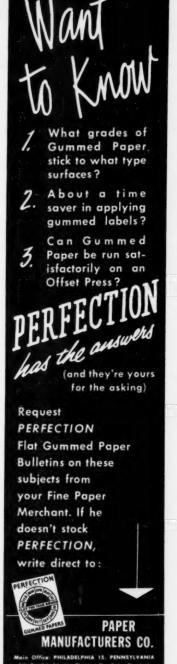
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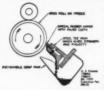
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PHOTO TIPS

(Continued from Page 42)

★ It is often advantageous to have slightly stronger (larger) shadow dots in halftones that are to be contacted to positives and then to final negatives.

While in some halftones there may be no objection to the shadow dots closing up during a press run, thus creating more contrast in the picture, this condition should not be permitted in the positive. Shadow dots in the positive should be cleanly open, or the final negative may show those areas too heavy and difficult for the pressman to keep under control.

★ Arc lamp reflectors require occasional cleaning, as well as a new coat of aluminum paint, especially when used for color separation.

Without such precautionary measures, accumulated carbon residue can cause yellowing of light quality and a falling off of reflectivity with consequent contamination of actinic values.

- ★ Ever mix some used developer with fresh solutions? Try it. There is a noticeable added density and sparkle in the negatives processed thereafter. About one-third of the used solution may be used..
- ★ Certain customers might appreciate knowing that their colorful product, which would generally be rather costly to photograph in full color by high-priced experts, perhaps can be taken care of inexpensively in the offset plant.

Inasmuch as so many cameramen pursue color photography as a hobby, there is no reason to assume that they could not produce very creditable results with whatever photographic equipment they use for their hobby. The 3200 Kelvin light bulbs balanced for tungsten color films cost very little more than ordinary lighting material; reflectors also may be

purchased at reasonable prices. Some colored paper for back-grounds, colored cellophane for projecting light of any desired color, a bit of maneuvering of this equipment according to the film manufacturer's instructions, and final results can be really surprising. Development is usually done by laboratories specializing in such work, or with Ektachrome and Ansco Color right in the dark-room of the plant. Color is easy to handle.

Entire rolls of color would be considerably cheaper than one color shot by expensive equipment, choice of picture more varied for the customer who can't afford to pay what the experts ask.

- ★ Having trouble controlling continuous-tone developers? Try using them with replenishers. Development time need not be varied when these solutions have been added, thus there is an assurance of greater accuracy, less waste, less worry.
- ★ Lack of opacity in halftone dots, noticeable especially in shadow dot areas, is due to underexposure with the "flash" lamp.

When this symptom is seen in the dot construction of other tones, appearing as soft-edged dots, it has been traced to improper mixture of developers.

★ To quickly remove stay-flat from a glass, wipe a generous amount of alcohol over the stay-flat with a rag. Then, a knife borrowed from the press department can be used to scrape off the gummy material. A 3" knife is about right.

PACKAGING POINTERS

(Continued from Page 45)

#303 can, and from 11 oz. to 8 oz. cans, for this very reason.

So well has the change been executed that it is frequently difficult to notice the difference in weight unless both old and new packages are side by side, even though the difference in contents may be as high as 25%.

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- (e) Moisture loss or absorption
- (f) Spoilage (during the selling period and a reasonable time in the customer's hands)

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First,—Attract the prospective customer.

Second,—Identify the product and the brand, and

Third,-Close the sale.

The manufacturer of any low unit price, mass distribution item, can no longer feel that there will be a salesperson handy at the right moment to answer customers' questions, Mr. Rabb said. He cannot be sure that even if a salesperson were there, he would know the answers about the product and its uses. And in today's modern supermarket, there are limited opportunities for the use of supplementary point-of-sale material on the shelving. So the package,-and certainly every self-service packagemust be prepared to tell its own story. **

PRODUCTION CLINIC

(Continued from Page 57)

drier, the colors may chalk. This is another instance where film thickness is important. And you should bear in mind that in some areas where the colors overprint, the drying problem cannot be solved simply by increasing the percentage of drier.

It is more difficult to run coated paper than regular offset because the smoothness of the stock and blanket surface create added suction and the paper does not leave the blanket readily. For that reason binding varnishes cannot be used to any extent since they would increase the tack. Cobalt or surface drier can be used unless the inks overprint with successive colors. The time allowed between the printing of successive colors will determine the type of drier to use.

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Trade Events

National Assn. of Litho Clubs, annual convention, Ben Franklin Hotel, Philadelphia, May 16, 17.

Lithographers National Assn., annual convention. The Greenbrier. White Sulphur Springs. W. Va., June 10-13.

International Assn. of Printing House Craftsmen, annual convention, Jefferson Hotel, St. Louis, Aug. 10-13, 1952.

Printing Industry of America, annual convention. Chase Hotel, St. Louis. October 13-16.

National Assn. of Photo-Lithographers. annual convention and exhibits. New Yorker Hotel, New York, Nov. 5-8.

National Metal Decorators Assn., annual meeting. Shamrock Hotel, Houston. Tex., Oct. 27-30.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CNICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ava., Chicago 16, III. GINCINNATI—Ohio Mechanics Institute, Cincinnati.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, #18
Wayzata Blvd., Minneapolis 3, Minn.

WASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

BEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y. GKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dapt., Osmulgee, Gkla.

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Dept. of Publishing & Printing, 65 Plymouth Ave.,
South, Rochester S. N. Y.

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PITTSBURGH—Carnegie Institute of Technology,
Dept. of Printing Administration. Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco. Ocean and Phelan Aves., Graphic Arts Department. ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Ms.

WEST VIRGINIA-W. Va. Institute of Technology, Montgomery, W. Va.

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ONE of lithography's grand old men, Theodore Regensteiner, returned to Chicago April 8, following his customary winter vacation at his St. Petersburg, Fla., home. He had been "a bit run down," he told us, but that rest in the warm Florida sunshine was just what he needed and, as he said, he's now "in pretty good shape again for years to come."

Mr. Regensteiner's going to take it a bit easy hereafter, he confided, and not spend so much time in the office. He has been getting down at 9 a.m. and remaining until 4.30 p.m. but he's going to shorten that schedule a bit. He'll still come in every morning to his desk at the Regensteiner Corp's Racine Avenue plant, but from now on, he'll go back to his Lake Shore Drive apartment at 2.30 p.m. Considering that he'll be 84 years old on May 17, he felt that was reasonable.

At the time he was questioned, Mr. Regensteiner has no plans for observing that May 17 birthday anniversary but he thought it would be passed like so many before it—quietly with a few close friends.

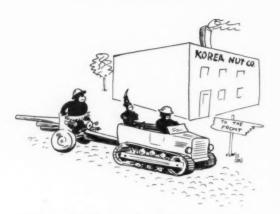
Mr. Regensteiner is still keenly interested in color printing which owes so much to his pioneering development work of six decades ago. The new multi-metal press plates are especially intriguing, he indicated. Regensteiner Corp., he said, is going in heavily for their use, just as it has always adopted every new technical improvement. They have disposed of a number of presses and other equipment and now have four big 4-color presses on which the newer plates are employed.

The veteran lithographer admitted, however, that he is no longer as tamiliar with all the fine points of the latest developments in color printing as he'd like to be,

On Mr. Regensteiner's 84th birthday, May 17, the entire industry, we are confident, will join in extending best wishes to "Teddy," David W. Schulkind, president of the E. P. Lawson Co., New York, manufacturers of paper cutters and other equipment, is chairman of the Graphic Arts Div. of the United Jewish Appeal. The group plans its annual dinner May 22 at which time members will honor a lithographer, Samuel H. Marks, of New Era Letter Co. for his service in the appeal for the last six years. Samuel F. Chernoble, The Comet Press, is vice chairman this year.

"Don't trust no democrats or republicans or independents!" This is the general consensus of advice being given to association members by various graphic arts associations as political printing again comes into the limelight. It seems to be quite difficult, sometimes, to collect for the printing for a defeated candidate, after his temporary campaign committee has been disbanded. Latest warning on credit checking comes from the Los Angeles PIA.

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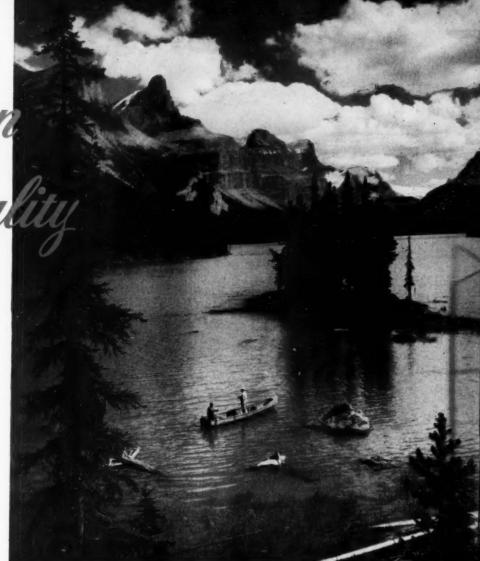
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